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CATALOGUE
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**COKER'S
PEDIGREED
SEED**

BLOOD
WILL TELL

COKER'S PEDIGREED SEED CO.

HARTSVILLE, SOUTH CAROLINA

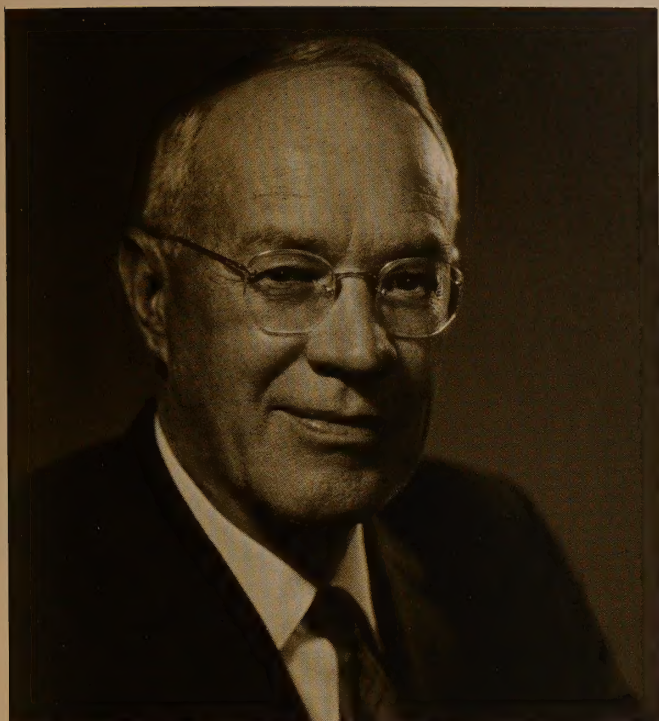
Our 60th Year

COKER'S PEDIGREED SEED COMPANY

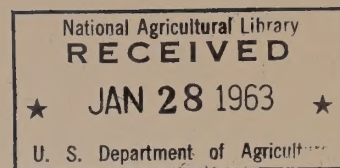
Fall 1962–Spring 1963 Catalogue

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Robert R. Coker, President
Coker's Pedigreed Seed Company



60 years of service to Southern Agriculture

Sixty years have passed since the Spring of 1902 when the late Mr. David R. Coker began his first experimental work with cotton. From this small beginning has come the Coker's Pedigreed Seed Company of today with its Southwide program of seed breeding, testing, production and sales. The Company's seed production acreage for the 1962 season is in excess of 40,000 acres extending from northeastern North Carolina to the Mississippi Delta. The organization employs over 300 individuals, including a large staff of college trained scientists, technical and sales personnel.

In the beginning, the Seed Company's work was limited to the breeding and improvement of a single crop — cotton. However, as the need developed, and the organization grew and expanded, the breeding and improvement of other southern field crops was begun. This included oats, rye, wheat, flue cured tobacco, soybeans, hybrid corn and more recently, grain sorghum. The breeding of each crop variety is under the direction of well trained, capable scientists who are conducting large scale and intensive breeding and testing programs.

Among the notable accomplishments of Coker's Pedigreed Seed Company are the breeding and introduction of:

Outstanding long staple American upland cotton varieties.

Cottons combining high yield with wilt resistance and acceptable staple length.

First oat varieties with multiple disease resistance.

Flue cured tobaccos having high production, disease resistance and desirable leaf quality.

First hybrid corns for the South originated from native southern varieties.

Highly shatter resistant soybean varieties combining disease resistance and yielding ability.

As an indication of the widespread acceptance of Coker's pure bred varieties, it is estimated that not less than 65 per cent of the cotton acreage, 75 per cent of the flue cured tobacco crop, 40 per cent of the hybrid corn, and 80 per cent of the oat acreage of the Southeast is planted to varieties originated by the Company.

The Company is very proud of its past achievements which are an inspiration to even greater effort in the years ahead, and provide a foundation on which will be built even better plant varieties for southern agriculture's dynamic future.

As Coker's Pedigreed Seed Company enters its 61st year, the entire staff wishes to take this opportunity of expressing its sincere appreciation to the many farmer friends, agricultural workers, businessmen and others who have supported the work and offered encouragement over the years.

Many new and exciting plant breeding developments are in the offing, and you are cordially invited to visit the seed breeding farms at Hartsville, S. C., to see for yourselves how the work is being carried on and to meet the men who are so ably directing it.

Robert R. Coker



Fluffy, storm-resistant bolls, thin foliage, earliness and desirable plant type make Coker 100-A ideally suited for both hand and machine picking. David Allen, Coker Quality Control Manager, watches the picker in action.

COKER 100-A Breeder's Registered Seed

*Time tested, performance proved . . . planted on more
Southeastern cotton acres than all other cottons combined!*

One word—DEPENDABLE—sums it up. More farmers plant Coker 100-A than any other cotton because **THEY KNOW THEY CAN DEPEND ON IT TO MAKE THE BEST CROP THEIR SOIL AND SEASON CAN PRODUCE.** No other cotton grown in the Southeast can match its record of performance and yield over so great an acreage or such a wide range of growing conditions.

NEW AND IMPROVED STRAIN OFFERED FOR 1963 PLANTING!

Never before have we been able to offer our customers such a well-balanced, productive cotton as our newest selection of Coker 100-A. It possesses an unusual combination of high yields, high turnout, earliness, premium staple, disease resistance, fiber quality, and suitability for machine or hand picking. We are convinced that you will find this new improved strain of Coker 100-A one of the *safest, most profitable* cottons you can plant!

Bred-in Wilt Resistance May Save Your Crop

Where Fusarium wilt is a serious problem—and it is now generally prevalent over wide areas throughout the Cotton Belt—the cotton farmer has no choice: He must plant a variety known to be highly resistant to wilt or face reduced yields and quality. Coker 100-A has a high level of Fusarium wilt resistance and some tolerance to Verticillium wilt. This bred-in protection is there when and if you need it—helps assure you of high yields of quality cotton under stress conditions.

PLANT COKER 100-A IN 1963 . . . it's quality cotton!

COKER 100-A Profit Points

- PLANT:** Erect, healthy, vigorous. Has strong, sturdy stalks. Adapted to mechanized growing and harvesting, and to control of insects.
- FOLIAGE:** Thin but adequate, with deeply lobed medium size leaves. Usually easy to defoliate.
- SEASON:** Early, usually escaping maximum boll weevil damage as well as mid-season to late-season moisture shortage.
- BOLLS:** Round, slightly pointed, 70 to 72 per pound. Fluffs well. Storm resistant.
- STAPLE LENGTH:** 1-1/32" to 1-3/32" under average conditions. During favorable seasons and on better soils it frequently produces a longer staple.
- GIN TURNOUT:** Coker 100-A Breeder's Registered Seed averages from **38 to 40%** lint. Higher under most favorable conditions.
- FIBER QUALITY:** Uniform, strong, good micronaire. Cotton buyers and manufacturers recognize Coker 100-A as a cotton with character and a very low amount of waste.
- PRODUCTION:** A high yielder over a wide range of growing conditions.
- WILT RESISTANCE:** Highly resistant to Fusarium wilt, and tolerant to Verticillium wilt. See Note Page 47.
- PICKING QUALITY:** The best; ideal for both hand and machine picking. The ease with which Coker 100-A can be cleaned in the gin assures the grower of a sample with a minimum amount of trash and good gin preparation.

Shown in this field of Coker's Carolina Queen cotton are, left, Robert R. Coker, President and Shelby Baker, Assistant Cotton Breeder. Photo taken fall of 1962 on Hartsville Plantation of Coker's Pedigreed Seed Co.



*Introducing
for 1963
planting...*

COKER'S CAROLINA QUEEN

A new Coker cotton for the Southeast!

Coker's Carolina Queen has the combination of qualities needed for maximum dollar returns per acre. High yields . . . High Gin Turn-out . . . Disease Resistance . . . Early Maturity . . . Excellent Pickability . . . Strong Fiber . . . Good Staple—to name just a few of the many bred-in features that, together, make our new CAROLINA QUEEN the outstanding money-maker that it is. Read about it here. You'll *see* why you should plant at least a trial acreage in 1963!

Carolina Queen is early, in fact the earliest maturing of all of our cottons. Its rapid, vigorous early season growth results in early, heavy fruiting. This characteristic reduces late vegetative growth and subsequent losses from heavy late-season insect infestation and boll rots caused by rank growth. Note: Despite its earliness, Carolina Queen is not a "one-pick" cotton. It, like Coker 100-A, makes a good first picking and continues to make through the remaining season.

A very high yielder, Carolina Queen has consistently out-produced and out-performed other varieties in our tests for the past three years over a large number of locations—from South Carolina to the Rio Grande Valley of Texas. Gin turnout during that period has averaged 39 to 41 per cent. Carolina Queen also produced 10 per cent higher lint yield (\$25.00 more per acre) than a leading cotton in these tests! It is ideally suited for highly fertile soils where maximum yields are expected. This variety has very good resistance to Fusarium wilt and tolerance to nematodes, which helps account for its consistently high yields.

Carolina Queen is an unusually attractive cotton which normally sets an early, heavy crop of bolls which open uniformly with excellent fluff, making it especially well adapted for machine harvesting or hand picking.

Medium-size boll and excellent stalk strength are important features that make this new cotton especially well suited for mechanical production and machine picking. Its open, erect plant with uniformly spaced bolls, reduced foliage, and uniform size and maturity assure more complete early-season insect control, at the same time reducing boll rot losses. And Carolina Queen has excellent fiber and yarn strength, as indicated by many fiber and spinning tests. These characters are equal to those of our Coker 100-A, which has served as the standard of quality for many years. This variety meets the requirements for top efficiency at the gin and in the mill. In fact, ginner tell us that Carolina Queen gins smoother, faster, and with fewer stoppages than other cottons. It has fewer leaf hairs (smoother leaf) which results in better cleanability and improved grades.

CAROLINA QUEEN Profit Points

PLANT: Open, erect, strong stalk. Especially well adapted to conditions in Southeast.

FOLIAGE: Medium thin, with medium size leaves.

SEASON: Earliest Coker variety yet released. Slightly more determinate than Coker 100-A, more uniform maturity.

BOLLS: Medium oblong, 70-74 per pound. Excellent fluff, very good storm resistance.

STAPLE LENGTH: 1-1/16" to 1-3/32" average.

LINT PER CENT: 39-41% under average conditions.

FIBER QUALITY: Excellent fiber and yarn strength.

PRODUCTION: A consistently high producer.

WILT RESISTANCE: Good resistance to Fusarium and nematodes. See Note Page 47.

PICKING QUALITY: Excellent for hand or machine harvesting.

SEED QUALITY: Uniform, with strong seed coat. Minimum loss in processing; ideal for precision planting.

Plant a trial acreage. COMPARE IT WITH YOUR OTHER COTTON!



Bred in the Delta for the Delta, Coker's Delta Queen makes a big first pick and a very high total yield, as indicated in this photo of a North Mississippi field.



DELTA QUEEN Breeder's Registered Seed

Custom-bred for the Mississippi Valley!

Another newcomer to the great and growing line of Coker cottons, this high producing variety was released for large scale farmer planting for the first time last spring. Early reports of very high yields confirmed our own experience. By September 3, 1962, one large plantation owner in Mississippi already had machine-picked 26 bales from a 17-acre cut at first picking and estimated another 10 bales to go!

Fittingly named DELTA QUEEN, the new cotton offers Delta planters the best *balanced combination* of desired characters ever brought together in a single variety custom-bred for the Mississippi Valley. The qualities described below tell the story. Together, they make DELTA QUEEN "as good a cotton as can be grown by anyone, anywhere."

PRODUCTION

A very high yielder. Compared with the principal varieties now grown in the Valley, DELTA QUEEN produced 106 pounds more lint per acre and \$45.00 higher money value per acre in tests conducted by Coker breeders at five Delta locations in 1961.

PICKING QUALITIES

DELTA QUEEN is extremely well suited to both machine and hand picking. Has strong, erect stalks that keep it standing up for the picker. Fruits higher off the ground than other varieties; you can set the picker head higher and pick up far less trash than you're used to — yet get all the cotton. The bolls are large, well-fluffed, and normally upright.

WILT RESISTANCE

DELTA QUEEN has *good* resistance to Fusarium wilt and under field conditions in 1961 and 1962, showed considerable tolerance to Verticillium wilt. Most important, it is the only available variety that combines both Verticillium tolerance and a high degree of resistance to the Fusarium-nematode complex. Coker breeders have been able to achieve this without sacrificing any other desirable characters in the variety! Many Delta planters need this extra protection against wilt loss.

EARLINESS

DELTA QUEEN is an early maturing variety. Due to its indeterminate growth habit it normally produces a good first picking and continues fruiting to produce high total yields per acre. DELTA QUEEN pays off in *dollars* — the real yardstick that counts! Superior seedling vigor helps it come up fast and grow off in a hurry under adverse conditions.

FIBER QUALITY

Our breeding program has for years emphasized the development of cottons with quality fiber to meet the mill demand. DELTA QUEEN is a cotton that combines fiber quality with high yield. Its above-average fiber strength is due in part to its extra wilt resistance. (Wilt is known to result in immature, weakened fibers in susceptible varieties.)

APPEARANCE

DELTA QUEEN looks as good in the field as it is. It's one that growers will be proud to show their neighbors.

Mr. Planter, look this one over in your fields in 1963!



Part of a large acreage of Coker 124-B being harvested by hand last season. The variety is equally popular with hand pickers and machine operators.

COKER 124-B *A high yielding wilt resistant cotton for the Lower Rio Grande Valley of Texas and Mexico!*

Our widely-popular Coker 124-B has many outstanding characteristics to recommend it, but to the cotton farmers of the Rio Grande Valley of Texas, one feature stands out above all others: *Its extremely vigorous growth on the tight heavy soils found throughout the Valley.* The unusual plant vigor of Coker 124-B regularly produces taller, more productive plants; many other varieties do not make sufficient height for either satisfactory yields or machine harvesting. You can see the difference all season long!

In addition to producing dwarfing growth, the extremely heavy black-land soil usually causes standard cottons to go through a severe stress period. This condition leads to excessive storm loss when bad weather comes along. That's when the extra storm resistance bred into Coker 124-B puts more dollars in your pocket!

Contributing to the uniformly high yields of Coker 124-B under these conditions is its high degree of disease resistance. The variety has good resistance to Fusarium wilt and above average tolerance to Verticillium wilt. It is also tolerant to nematodes.

A medium-early cotton, Coker 124-B produces well-fluffed bolls that pick well by hand or machine. Under average conditions, its staple will run 1-1/16" to 1-3/32", and longer under more favorable conditions. You can expect a turn-out ranging from 37 to 39 per cent under average to good conditions.

Coker 124-B is as popular with mill operators as it is with the men who grow it. It makes the strongest fiber of all Coker cottons, frequently averaging above 85,000 lb. break. Its yarn strength is ideal for the production of high quality goods, with micronaire falling within the desired range.

In short, Coker 124-B is ideally suited to the soils and seasons of the Rio Grande Valley and Mexico. It has a place under these conditions that no other variety can fill. We urge every Valley planter to try a substantial acreage of this vigorous, highly productive cotton in 1963!

COKER 124-B Profit Points

SEEDLING VIGOR: Excellent. Rapid early season growth results in better stands and a head start over other varieties.

PLANT: Erect, open, very vigorous. Ideal for mechanized production and machine harvesting.

SEASON: Medium-early, moderately indeterminate.

BOLLS: Medium oblong, slightly pointed.

STAPLE LENGTH: 1-1/16" to 1-3/32" under average conditions.

LINT PER CENT: 37% to 39%, average to good conditions.

FIBER QUALITY: Excellent fiber strength. The mills like it!

PRODUCTION: Very high. Under stress conditions, will come through when most other cottons fail!

WILT RESISTANCE: Very good Fusarium wilt resistance. Above-average tolerance to Verticillium wilt and nematodes. See Note Page 47.

PICKING QUALITY: A favorite for both hand and machine picking.



Good quality, strong standing, high yielding . . . these Coker 71 features pay off for farmers like Mr. John Coley, Jr., of Cochran, Ga., shown above.

COKER 71

**Full Season
Yellow Grain
Very High Yielder
Excellent Stalks**

RECOMMENDED AREAS

North Carolina	}-----	Entire
South Carolina		Coastal
Georgia		Plain
Alabama	}-----	Central
Mississippi		and South
Louisiana	}-----	Entire State

Planted on over 1,000,000 corn acres across the Southeast!

If you haven't yet planted at least a trial acreage of this widely grown hybrid, plan now to plant a bushel or two of Coker 71 in 1963. Coker 71 has been outstanding in yield, quality and standability in all of our tests, in official variety tests, and where it really counts — in the farmer's field.

It's a full season yellow grained variety, very vigorous and highly prolific. Custom pickers especially like the way this hybrid carries both ears low on short, extra-strong stalks. Deep spreading roots help keep Coker 71 standing often even when other corns are flattened by storms and high winds — as many a farmer now knows.

The ears are deep kernalled, have good girth and shell out well. Produces high quality grain and has excellent weevil resistance. Widely popular for silage, cribbing for feed, and cash grain.

If, after reading about Coker 67 on the next page, you can't decide which hybrid to plant, we suggest you plant a few bushels of each side by side and make your own comparison. They're *both* winners. Coker 71 has a bit more shank, the ears are somewhat larger at the base and it has shown slightly more weevil resistance than Coker 67 in heavily infested areas. It's slightly earlier, too — will usually tassel several days before Coker 67.



Mr. Bob Stallings, left, of Moultrie, Ga., shows Coker Sales Representative D. Q. Harris his excellent crop of Coker 67 in this late-summer picture.

COKER 67

Full Season
Yellow Grain
Excellent Picker
Very Prolific

RECOMMENDED AREAS

North Carolina	}	Entire
South Carolina		Coastal
Georgia		Plains
Alabama	}	Central
Mississippi		and South
Louisiana	}	Entire State

A dependable yielder of sound grain!

The real test for any hybrid is not how well it performs in a "normal" season. What you want is a hybrid with *proven ability* to come through and make a crop when the going is really tough. Coker 67 is that kind of corn. From the Hurricane Belt of the Carolinas westward through Mississippi and Louisiana, Coker 67 has made an enviable record of performance and yield that few, if any, yellow hybrids can match!

It makes two good ears per stalk, both with tips well covered with shuck for extra resistance to weevils and other insects. Even under stress conditions, Coker 67 will tend to maintain its prolificacy.

Ear placement is medium low on relatively short, stiff stalks. While not as "showy" as other Coker Hybrids due to its shorter shank, Coker 67 will fool you in the field. After picking the first few rows you'll notice there's a lot more corn in the wagon than you'd have thought possible, earlier in the season! Picks clean and fast, and is well above average in shelling percentage and test weight. Good weevil resistance. Ideal for cash grain or cribbing. A widely adapted hybrid (see above) Coker 67 is at its best in the same areas as Coker 71, but will also go a bit further north. We suggest you plant both of these fine hybrids in 1963 and make your own choice, under your own conditions and management.



NEW! **COKER 811A**

*Has all of the superior characteristics
of Coker 811, plus these extras:*

Shorter Stalks
Lower Ears
Longer Husks
Extra Weevil Resistance
Goes Farther North

Coker 811A is the newest product of Coker's Pedigreed Seed Company's continuous breeding and selection program for Southern corn farmers. It was especially bred to meet the needs of growers who wanted an 811-type corn but with even lower ear placement, shorter plants and even longer husk. We released a small amount of seed last year to measure its performance on a field scale in competition with other commercial varieties in several Coastal Plains counties. It promptly set a new corn yield record in Georgia — *220 bushels per acre!* As a result of this, the many favorable reports, and our own continued testing, we are now making Coker 811A available to all of our customers on a first-come, first-served basis for 1963 planting. Better ask *your* dealer to reserve a few bushels of Coker 811A for you now!

Our South Carolina Sales Representative Bill Brodie shucks back a few ears of our new Coker 811A hybrid for the Coastal Plains. Note grain quality, high yield potential and erect stalks.

RECOMMENDED AREAS

North Carolina South Carolina Georgia	} -----	Entire Coastal Plain
Alabama Mississippi	} -----	Central and South
Louisiana	} -----	Entire State

COKER 811

Full Season
White Grain
Very Weevil Resistant
Excellent Standability

*... Long-time favorite of the
Southern Coastal Plains!*

Coker 811 is known and grown in every important corn producing area of the Southern Coastal Plain, and for good reason. With extra labor increasingly hard to find, corn picking often is delayed well beyond the normal harvest season. Farmers who have planted it know that Coker 811 will stand up in the field until they're *ready* to pick it . . . after other crops are in or until cash grain prices improve. It has excellent roots, very stiff stalks, tight husks and is extremely resistant to weevils — all bred-in qualities that combine to make Coker 811 ideal for late harvest.

As for yield, any farmer who has run a picker through a field of Coker 811 can tell you it really turns out the corn. Customers repeatedly have told us that this hybrid fills the wagon faster — with better quality corn — from



Mr. Rudolph Spooner, Donalson, Ga., (right) prefers Coker 811 because "It fills the ear with corn, has good shuck quality, picks easily and always yields big for me."

fewer rows than any competitive variety they've tried. Livestock farmers prefer Coker 811 because it assures them a dependable supply of good feeding corn all year. Favored for silage and hogging in many areas.

Coker 811 matures about a week later than Coker 911. The grain is pearly-white and very heavy, which makes it especially popular with millers. If you plant white corn, put Coker 811 on your list to try for 1963!

RECOMMENDED AREAS

North Carolina	}	Lower Coastal Plain
South Carolina	}	Coastal Plain
Georgia	}	
Alabama	}	South
Mississippi	}	South
Louisiana	}	Entire State

COKER 911

Full Season
White Grain
Outstanding Silage Corn
Storm Resistant

... preferred by millers

Here's a real champion that keeps on winning new friends each year. Its long shanks, prolificacy, and comparatively short stalks combine to make Coker 911 a safe corn to plant. Produces top-notch yields of the kind of corn farmers like. Gets off to a fast start and keeps on coming. Under drought, storms and diseases, you can depend on it to come through if any corn can. Stands well and really holds its ears; there's no picking up in Coker 911 fields!

It's a full season white hybrid, usually ready to pick about a week earlier than Coker 811. Ears are very resistant to shattering — an excellent corn for machine harvesting. A good cribbing corn in upper coastal and Piedmont areas. Holds more official yield records in its adapted area than any other hybrid — including South Carolina's all-time hybrid record of *227 bushels per acre!*



There's no mistaking a Coker 911 field! Here, Mr. B. D. Manning of Columbia, S. C., and D. Q. Harris, Coker Sales Representative for Georgia examine some typical plants of this widely popular hybrid.

DAIRYMEN PLEASE NOTE: If you've never cut and fed a crop of Coker 911 Silage, you are missing out on extra tonnages of high energy feed. In official experiment station comparisons with other widely planted hybrids, Coker 911 produced the most silage, the highest total digestible nutrients and most digestible energy. Get these milk-and-money making benefits on your farm in 1963. Plant Coker 911!

RECOMMENDED AREAS

Virginia	}	Coastal Plain	Georgia	}	Mountains, Piedmont, Upper Coastal Plain
North Carolina	}	Piedmont and Coastal Plain	Alabama	}	Entire State
South Carolina	}	Piedmont and Upper Coastal Plain	Mississippi	}	North and Central
			Louisiana	}	

Note: Coker 911 may be grown South-wide for silage!

SPECIAL PURPOSE COKER HYBRIDS



Standability, High Yields, Quality . . . Coker 15 has them all!

RECOMMENDED AREAS

Virginia }	Coastal Plains
North Carolina }	Lower Mountains, Piedmont, Northeast Coastal Plains
South Carolina }	Hogging in Coastal Plains
Georgia }	Mountains, Hogging in Coastal Plains
Alabama }	North; Hogging in Central and Southern Areas
Mississippi }	Hogging in Central and Southern Areas
Louisiana }	Entire State for Hogging, Early Harvest

Note: Coker 15 may be grown South-wide for silage!

COKER 15 YELLOW

**For Hogging
Early Feed
Early Cash Market**

Coker 15 is our earliest yellow corn and the best **QUALITY** early corn we have ever tested. Our plant breeders developed it especially for hogging and for early harvest in the Coastal Plains where corn must be picked before the hurricane season. While it does not have enough weevil resistance for safe cribbing in the Coastal area, Coker 15 can be cribbed safely in other areas.

This variety is more prolific, has better husk coverage, longer shanks and better grain quality than most other early corns now on the market. With a high percentage of grain and green leaves to the amount of stalk, Coker 15 is already popular with livestock men . . . makes heavy yields of very high quality silage and should be included in every dairyman's silage program. The grain is bright and sound, thanks to good shuck coverage and turned-down ears. Coker 15 will also provide a longer hogging-off period than any corn you are used to! **TRY IT!**



Coker 616, a medium early white hybrid, produced 150 bushels per acre of excellent quality corn for Mr. A. A. Bell of Fyffe, Ala., shown here with his son Danny.

COKER 616 WHITE

An excellent medium-early white hybrid for feeding and high quality milling corn, Coker 616 has been a consistently high producer throughout its adapted area. (See box below.) Semi-prolific, the ears are extra-large for a hybrid of this maturity. Has strong standing stalks with ears at a good height for fast clean picking. Ears turn down at maturity for extra protection against weather damage, and are covered with fairly tight shucks. The grain is medium hard and *sound*. (In weevil areas Coker 616 has been outstanding for hogging down and for early harvest before weevil damage occurs.) If your cropping program calls for a corn of this maturity, you'll find that Coker 616 is a very profitable corn to grow.

RECOMMENDED AREAS

North Carolina }	Lower Mountains, Piedmont, Northeast Coastal Plain
South Carolina }	Piedmont
Georgia }	Mountains, Piedmont
Alabama }	
Mississippi }	North
Louisiana }	

1902-1962



**COKER'S
PEDIGREED
SEED**
BLOOD
WILL TELL

SIXTY YEARS OF PLANT BREEDING

In recognition of our 60th milestone, we present on the following pages a summary of our history, a close-up of the men and the organization conducting our work, an explanation of our breeding methods and their meaning to Southern agriculture, some of our more outstanding achievements during the 60-year span, and a survey of our plant and equipment — all illustrated pictorially and with descriptive and historical text.

FARM REVOLUTION

Sixty years is a short span — just about an average lifetime. But in terms of how far Southern farmers have come since our founder, David R. Coker, began breeding for better varieties of Southern staple crops in 1902, 60 years has been long enough to revolutionize the Southern farm from a low-productive, low-quality, low-income, one-crop enterprise in 1902 to a versatile, highly productive, scientific and satisfying operation producing big yields of high quality crops selling for premium prices today.

A major factor in effecting this revolution has been the work of our scientists and the generous acceptance by farmers of the products of their work. **Today, an estimated 65 per cent of the cotton acreage in the Southeast, 80 per cent of the oat acreage, 75 per cent of the flue-cured tobacco acreage, 40 per cent of the hybrid corn, and an increasing per cent of its soybean acreage is planted in varieties originating in the work of Coker scientists.**

EXTENSIVE WORK

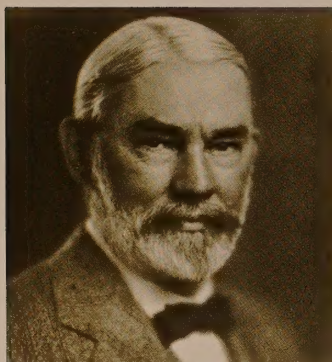
We now conduct the most extensive breeding work of its kind in the South. Our plant breeders are recognized as among the most distinguished in their respective fields.

It is our pleasure and pride to make this 60th anniversary supplement available, and through it, to present to our friends and customers the men, the methods, and the organization known as "the South's Foremost Seed Breeders."

COKER'S PEDIGREED SEED COMPANY

The Presidents

Coker's Pedigreed Seed Company



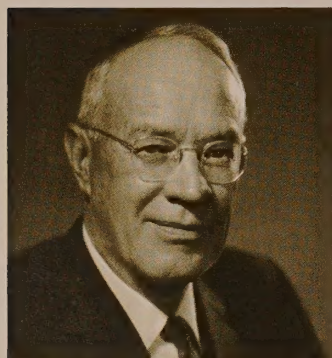
David R. Coker 1902-1938

Founder of Coker's Pedigreed Seed Company. Son of Major Lide Coker, Confederate veteran, and one of the South's post-Civil War pioneers in agriculture, industry, business, and education. . . . Graduate of the University of South Carolina . . . Holder of honorary doctorates from Duke University, University of North Carolina, and the College of Charleston. . . . Agricultural educator with evangelical zeal for helping improve the lot of Southern farmers through better seed and improved farm practices. . . . Generally recognized as one of the most distinguished agriculturalists the South has produced. . . . Member of Federal Food Administration in World War I. . . . Member National Agricultural Advisory Committee . . . Member National Agricultural Commission of Europe, 1918. . . . Member S. C. Land Settlement Commission. . . . Philanthropist, Naturalist, peerless leader of men.



George J. Wilds 1938-1951

Graduate of the University of South Carolina. . . . Master's degree from Cornell University. . . . Honorary doctorates from Clemson College and the University of South Carolina. . . . Associated with Coker's Pedigreed Seed Company 1908-1951. . . . Director of plant breeding 1919-1951. . . . President 1938-1951. . . . Distinguished service awards from Clemson College, Southern Association of Agricultural Workers, South Carolina American Legion. . . . Author of many articles on crop breeding and development in the South. . . . Originator of outstanding long and medium staple cotton varieties and disease resistant small grains. . . . Member of numerous professional societies and organizations. . . . Internationally recognized as a practical and successful plant geneticist and seed breeder.



Robert R. Coker 1951-

Son of David R. Coker, founder of Coker's Pedigreed Seed Company. . . . Graduate of the University of South Carolina. . . . Honorary doctorate from Clemson College. . . . Associated with Coker's Pedigreed Seed Company since 1928. . . . Sales manager and vice president. . . . President since 1951. . . . Director Federal Reserve Bank of Richmond. . . . Life trustee Clemson College. . . . First president S. C. Farm Bureau (1944) and member board directors since that date. . . . Member President Eisenhower's Agricultural Advisory Committee 1953 and Trade Mission to Latin America 1954. . . . Vice President National Cotton Council of America 1940-1945, advisor to board since 1945.

Board of Directors

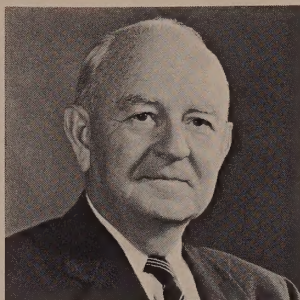
Coker's Pedigreed Seed Company

The quality of personnel of our board of directors since its organization has contributed immeasurably to the character and success of our work. They have achieved distinction in their own right in the fields of business, industrial, agricultural, educational, and civic leadership. We present them here as examples of dedicated, practical, visionary leaders whose ability, integrity and ideals have not only helped shape the character of Coker's Pedigreed Seed Company, but who have contributed with distinction to the progress of the South.



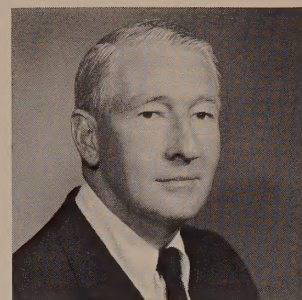
Mrs. David R. Coker

Daughter of the late Daniel C. Roper, former Secretary of Commerce for the United States . . . Graduate of Randolph-Macon Woman's College . . . South Carolina Mother of the Year and American Mother of the Year 1958 . . . Developer of Kalmia Gardens in Hartsville . . . Director of J. L. Coker and Company Department Store . . . Member of Board of Trustees and Executive Committee of Coker College . . . Received Certificate of Merit for Distinguished Service to Agriculture from Clemson College in 1958 . . . Recipient of first Citizen of the Year Award given by Hartsville Rotary Club.



A. L. M. Wiggins

Graduate of University of North Carolina . . . Honorary doctorates from University of North Carolina, University of South Carolina, and Duke University . . . President American Bankers Association 1943 . . . Under Secretary of the U. S. Treasury 1947-48 . . . Chairman of the Board of Directors for Atlantic Coast Line and Louisville and Nashville Railroads 1948-61 . . . Holder of many posts of public service.



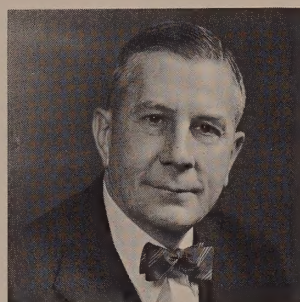
Charles W. Coker

President of Sonoco Products Company, Hartsville, S. C. . . . Graduate of University of South Carolina . . . Honorary doctorate from University of South Carolina . . . Attended Harvard Graduate School of Business Administration . . . Chairman of the Board, Sonoco Products Company of Canada, Ltd. . . . Director of Sonoco de Mexico, Mexico City, Mexico; Textile Paper Tube Company, Ltd., Manchester, England; Textile Cones and Tubes Pty., Ltd., Melbourne, Australia; National Association of Manufacturers; National Fibre Can and Tube Association.



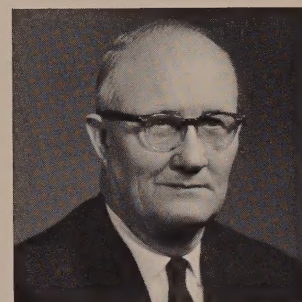
J. Winston Neely

Native of Cotton Plant, Arkansas . . . Master's degree from the University of Arkansas . . . Ph.D. in plant breeding from Cornell University . . . For many years conducted cotton breeding and cotton production research at Arkansas Experiment Station, Mississippi Experiment Station, and in U. S. Department of Agriculture . . . Former director of plant breeding programs with cotton and small grain at Stoneville Experiment Station, Stoneville, Mississippi . . . Director of plant breeding and agricultural research at Coker's Pedigreed Seed Company since 1951 . . . He is a director and vice president of the company.



Edgar H. Lawton

Vice president Coker's Pedigreed Seed Company and Chairman of Board Hartsville Oil Mill . . . Son of J. J. Lawton, one of the original partners in the seed company operation which became Coker's Pedigreed Seed Company . . . Holds B.S. degree from University of South Carolina and B.S. from Massachusetts Institute of Technology . . . President and treasurer of Hartsville Oil Mill 1941-62 . . . President S. C. Cottonseed Crushers Association 1938-39 . . . President National Cottonseed Products Association 1955-56 . . . Vice president Coker College Foundation . . . Numerous business directorships.



Doyle L. Cannon

Native of North Carolina . . . Graduate North Carolina State College, Bachelor of Electrical Engineering . . . Manager of Sumter District, Carolina Power & Light Company . . . Active in civic affairs . . . Member Advisory Board of South Carolina National Bank . . . Director of Coker's Pedigreed Seed Company.

1902-1962... *the first 60 years*

Coker's Pedigreed Seed Company is the product of a dream of making Southern agriculture more satisfying and more profitable through improved varieties of the seed of the South's staple crops. It originated in the pioneer work of David R. Coker, who had inherited from his father, Major James Lide Coker, a naturalist's love for growing things and a philanthropist's desire to translate that love into a better life for his native South. The beginnings were with long staple cotton, but they were rapidly extended to include all the principal crops grown on Southern farms.

THE EARLY DAYS

Inspired by the work of an eminent scientist and pioneer upland cotton breeder, Dr. H. J. Webber, Mr. Coker, in 1902, made plant selections from Jones Big Boll cotton. One year earlier, 30 plant selections of this variety had been made by Dr. W. N. Shoemaker, an employee of Major Coker, and Dr. W. C. Coker, another of Major Coker's sons. It was from these 30 plant selections that David Coker and Dr. Shoemaker made other plant selections in 1902. That year Dr. Shoemaker accepted work with the Bureau of Plant Industry, leaving Mr. Coker to pursue the breeding work. Seven years later, in the fall of 1909, after succeeding years of reselecting and testing, a small quantity of Hartsville No. 5 cotton was offered to growers. This cotton was grown in 1910 with such gratifying results as to offer conclusive proof that the work thus begun held great potential in improving the yield and quality of Southern crops.

Even before the isolation of Hartsville No. 5 cotton, Mr. Coker had begun to broaden the scope of his plant breeding work. In 1907, the first breeding of improved corn varieties began. The following year, under George J. Wilds, breeding for improved varieties of oats was initiated. By 1914, cotton, corn, oats, rye, peas, sorghum and several other crops were included in the breeding program.

THE THREE PARTNERS

In its early years, Coker's breeding work was the farm division of J. L. Coker and Company, a mercantile store founded in 1865 by Major James Lide Coker. Prior to Major Coker's death in 1918, J. L. Coker and Company was operated as a partnership — the co-equal partners being the Major, David R. Coker and the Major's son-in-law, J. J. Lawton. Therefore, Major Coker and Mr. Lawton were partners along with Mr. Coker in the Seed Company operation. During his entire business life, David Coker had the full support and backing of his brother-in-law, J. J. Lawton, and benefitted from his mature business judgment and wise counsel. Mr. Lawton served as vice president of the Seed Company and member of its board of directors until his death in 1941.

Mr. David R. Coker's conception of the work was not as a business but as a pure service function to Southern farmers. It was not until 1918 at the suggestion of A. L. M. Wiggins, that it became removed from J. L. Coker and Company and organized as an independent business corporation. Upon his graduation from the University of North Carolina in 1913, Mr. Wiggins had come to Hartsville as the personal secretary to Mr. Coker. His astute business judgment saw the potential of seed breeding for a successful business undertaking without loss of any of the service ideals inherent in Mr. Coker's concept. So strongly was Mr. Coker committed to the public service function of his work that he initially demurred from the idea of making a business of it. Subsequently, however, he concurred and assigned to

Mr. Wiggins the task of laying the business foundations of the Pedigreed Seed Company, later to be given the name it now carries, Coker's Pedigreed Seed Company.

When Mr. Wiggins left his full-time connection with Coker's Pedigreed Seed Company in 1920 to become general manager of J. L. Coker & Company, he was retained as secretary-treasurer of the company until he went to Washington in 1948 as Under Secretary of the Treasurer. He is still a member of the company's board of directors.

STRONG STAFF OF PLANT BREEDERS

In the meantime, Mr. Coker was gathering around him highly trained plant breeders. In 1921, he proudly announced in Coker's Spring Catalogue that "we believe that we have now the strongest staff of plant breeders of any seed company in the United States or possibly in the world." Included among them was Dr. Herbert J. Webber whose work had inspired Mr. Coker's early interest in cotton breeding. By that time, Dr. Webber was known the world over in scientific and agricultural circles as a plant breeder and scientist of note.

During these early years as throughout his entire career, Mr. Coker was not only directing plant breeding work, but through the written and spoken word he was engaging in a vigorous program of missionary work trying to convince Southern farmers that it was to their advantage to plant pedigreed seed.

"Everyone understands," he wrote in 1921, "the value of pedigreed animals, horses, cattle or hogs, and is willing to pay a fabulous price for single superior individuals. Many, however, do not understand what is meant by pedigreed seed of plants and why they should have superior value."

To help them understand became a consuming desire. To that end, he directed his efforts with the zeal of a crusading evangelist. His farms became the mecca of agriculture for the South, with thousands of farmers visiting them annually to hear the gospel of better seeds and improved cultivation.

Inspired by the example of its founder, Coker's Pedigreed Seed Company still combines plant breeding and agricultural experimentation and research with education.

THE COMING OF THE BOLL WEEVIL

With the coming of the boll weevil, long staple cottons, largely late maturing varieties, were virtually eliminated by the weevil's devastation. Foreseeing this development, Mr. Coker had directed the efforts of his breeders toward the development of full length short staple cottons that would mature early enough to escape the full ravages of the boll weevil. At the same time he pursued weevil control methods with the same evangelical zeal that characterized his plant breeding and his educational work among farmers.

Similarly, when Fusarium wilt began to hit Southern cotton fields, he foresaw the results and developed varieties with resistance to the wilt organism. The success with which the cotton industry was to offset the staggering blows from weevil and wilt was due in no small measure to the foresight and consuming energy of Mr. Coker and his staff of breeders.

In 1927, major attention was turned to the development of improved varieties of tobacco, and in 1939, to the development of varieties of hybrid corn adapted to the South. Results in both these crops are among the better known

success stories in Southern agricultural history.

In 1938, after a distinguished career of 36 years in which he became known and honored as one of the South's greatest agriculturalists, Mr. Coker died. In 1937, one year before his death, he had introduced his spring seed catalogue with the question, "Does the Southern farmer need us?" He furnished his own answer with the same vigor and directness of approach which had characterized his long career. "The Southern farmer is our client," he said. "His profits are our concern."

Mr. Coker was succeeded as president by his long-time friend and co-worker, George J. Wilds. Since becoming affiliated with Mr. Coker in 1908, Dr. Wilds had become distinguished in his own right, particularly as a small grain and cotton breeder. Under his leadership, Coker's Pedigreed Seed Company continued to expand its services on the broad and solid base established by its founder.

MISSISSIPPI VALLEY PROGRAM

For a good many years, serious attention had been given to breeding cotton varieties adapted to the Mississippi Valley. In 1946, a cotton breeding program was established in Northern Mississippi where since that time extensive and successful work has been done in developing cottons especially adapted to Delta conditions.

In 1950, a Coker cotton nursery was established in Chester, S. C., where cotton breeding work is conducted to supplement the work at Hartsville.

In the meantime, techniques were developed for hastening the breeding program in corn, tobacco and small grain. A winter corn and tobacco nursery was established at Homestead, Florida, for growing off an extra generation a year in breeding lines. Similarly, a small grain nursery was established at Yemassee, South Carolina, where earlier maturing of small grain resulted in harvesting early enough to send seed of breeding lines to Aberdeen, Idaho, for an extra summer generation of breeding lines in wheat and oats. By these techniques, the time required for developing and testing lines was reduced by several years.

OUTSTANDING STAFF

During his administration, Dr. Wilds continued to add to the breeding staff top flight men in their field.

In 1942, Dr. C. Hoyt Rogers, a Ph.D. from Rutgers University and a South Carolina native, joined the company, doubling in the role of pathologist and in charge of tobacco breeding and production. Under his skillful direction, Coker tobacco varieties have been developed which revolutionized the production record of this crop. Dr. Rogers was named vice president of the Company in 1960.

In 1943 Richard E. Gettys, with a Master's degree from Iowa State University, began breeding for varieties of hybrid corn adapted to the South. Once he had developed breeding lines, he began to combine them into varieties which have written a bright new chapter in Southern hybrid corn production.

In 1947, Samuel J. Hadden became head of small grain breeding work. Prior to his death in 1961, Mr. Hadden's outstanding success in small grain breeding had brought him recognition as one of the foremost small grain breeders in the nation.

Prior to his death in 1951, Dr. Wilds brought to the Company Dr. J. W. Neely, a geneticist and cotton breeder with a Ph.D. from Cornell University and a background of broad experience in plant breeding in the Mississippi Valley. Dr. Neely is now Vice President and Director of the Company and is in charge of its program of agricultural research.

COKER SUCCEEDS WILDS

At the death of Dr. Wilds in 1951, Robert R. Coker, son of David R. Coker, became President. He was a graduate of the University of South Carolina and had been associated with the Company since graduating from that institution in 1928. Under his leadership, the Company has continued to build upon the foundations set by his father, expanding its experimental research program and tightening its business management. During his administration, tobacco and hybrid corn work has entered its most successful period. New varieties of tobacco have been released in rapid succession and Coker-bred varieties now account for approximately 75 per cent of the tobacco produced in the flue-cured belt.

In 1957, with highly successful Coker hybrid varieties developed and others developing, an Associated Corn Growers program was initiated which has added materially to the success and growth of the production and distribution of hybrid corn.

In the middle 50's, contemporary with the growing importance of soybeans on Southern farms, emphasis was placed upon an expanded and intensified program of soybean breeding. This program is now believed to be the largest commercial soybean breeding effort in the South.

The Company maintains the largest small grain nursery in the western world and from it have come the varieties which for many years have accounted for the majority of oats grown in the South.

For 60 years it has been unrelenting in the pursuit of improved cotton varieties, and its success in this field is attested to by the approximately 65 per cent of the Southeast's cotton acreage being planted in Coker varieties.

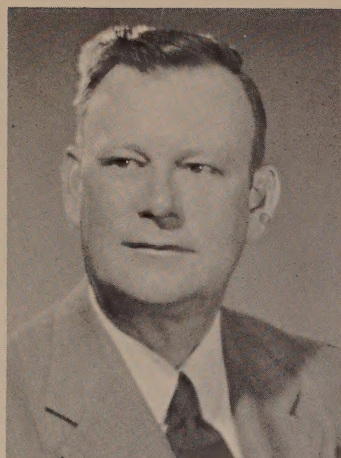
In addition to his duties as President of Coker's Pedigreed Seed Company, Mr. Robert R. Coker, pursuing the service ideals of his father, has devoted a great amount of time to Southern agricultural problems.

CONTRIBUTIONS TO PROGRESS

From the original work involving 30 plant selections in 1902 until now, 60 years later, the history of Coker's Pedigreed Seed Company has in many respects been the history of Southern agriculture during that period. Its plant and equipment, its staff of plant breeders, its contribution to the goals established by its founder have long commanded the respect and gratitude of the South's agricultural, business and industrial leadership. During these 60 years, Coker varieties have written brilliant chapters in the quality and production of Southern staple crops. The story today continues to unfold through the dedication, knowledge, and integrity of the men who comprise Coker's Pedigreed Seed Company.

Mrs. David R. Coker and Robert R. Coker stand in the historic field where D. R. Coker, Founder of Coker's Pedigreed Seed Company, made the first plant selections in 1902 that led to the development of our first cotton variety for the Southeast.





J. Winston Neely

Vice President, Plant Breeding and Agricultural Research

Our Department of Plant Breeding and Research includes all phases of our breeding program except tobacco breeding and production (see pages 22 and 23). Under it are nurseries in Hartsville, Chester, and Yemassee, South Carolina, and other nurseries and/or testing work in most of the Southern states, Texas, Missouri, and Mexico.

Heading this department is Dr. J. Winston Neely, Vice President in charge of plant breeding and agricultural research (see page 15 for biographical data). Associated with him are division heads for hybrid corn, cotton and soybeans, and a staff of trained scientists with technical degrees in plant breeding, agronomy, agricultural engineering.

Also under Dr. Neely's direction are our Mississippi breeding nurseries in Mississippi (see page 20).

Department of Plant Breeding and Agricultural Research

This department is comprised of four divisions: hybrid corn, small grain, cotton, and soybeans. In charge of these divisions are college graduates, some with advanced degrees, and all trained in plant breeding and related sciences. Each division head is assisted by college-trained and experienced men who aid in planning and executing the breeding work.

This department has 15 college graduates, all participating in the development of new, improved varieties, and the maintenance of established ones. Eight other men with college degrees are assigned to production and quality control work in close cooperation with the plant breeding staff.

WELL-PLANNED PROGRAM

The development of a new variety is the result of a well-planned program usually requiring 12 to 14 years from the making of a cross or the initiating of inbreeding, to the release of a variety. The schedule has been speeded up by growing off-season generations in Florida, Mexico, and Idaho, and in growth chambers and conventional or plastic greenhouses.

The objective for all crops is varieties with the best possible combination of characteristics necessary for maximum yield, quality, and money value per acre. To this end the most modern and efficient genetic, agro-

nomic, engineering, and statistical techniques are employed.

FIELD TRIALS

An integral part of our breeding work is field trials conducted at key locations in the South, Southwest, West, and in the Republic of Mexico to obtain performance data under a maximum of environmental conditions.

Disease screening tests in laboratory and greenhouse, making use of artificial inoculations, and in fields where natural epidemics occur, make possible the selection of disease resistant varieties.

We collect hundreds of samples and spend thousands of dollars annually in a search for maximum quality from strains undergoing tests. In this process, strains are compared with each other, as well as with our own varieties and those developed by other breeders. To survive this rigorous testing and emerge as a new variety, a strain must show outstanding performance in growing, harvesting and processing, and show superior quality in the consumer product.

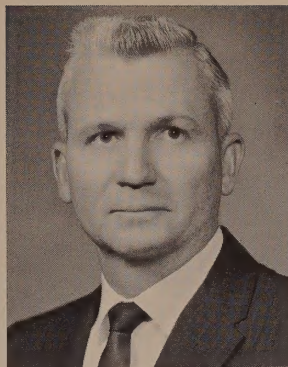
MANY VARIETIES

Out of these detailed, long-time, expensive programs, involving a huge bulk of breeding material annually, have come many outstanding Coker varieties in the South's principal field crops during the 60 years of Coker breeding work.



Richard E. Gettys

Native of South Carolina . . . B.S. graduate of Clemson College . . . M.S. in plant breeding from Iowa State University . . . Joined Coker staff in 1943 after completing work at Iowa State . . . First worked with cotton, soybean, small grain breeding . . . Placed in charge of Coker hybrid corn breeding work in 1945 . . . Developer of Coker 811, Coker 911, Coker 66, Coker 67, Coker 71, Coker 15, Coker 616 and Coker 811A hybrid corn varieties.



Henry W. Webb

Graduate of Clemson College with B.S. in agronomy . . . Pursued graduate work in agronomy at Sorbonne University and National Institute of Agronomy, Paris, France, 1945, and at Clemson College 1950-51 . . . Associate agronomist Clemson College 1950-51 . . . Plant breeder in charge cotton and soybean division at Coker's since 1951 . . . Member American Society of Agronomy and Crops Science Society of America . . . Chairman Production Research Subcommittee, National Cottonseed Production Assn. . . Breeder of Hampton and Stuart soybean varieties.



Howard Harrison

Georgia native . . . B.S. and M.S. degrees from University of Georgia . . . Assistant small grain breeder Coker's Pedigreed Seed Company 1954-58 . . . Member of Research Staff of Georgia Coastal Plain Experiment Station, Tifton, Ga. 1959-61 . . . In charge of small grain breeding Coker's Pedigreed Seed Company since June 1961 . . . Member American Phytopathological Society . . . Member Georgia Section of American Society of Agronomy.

They put the OK in COKER crops!



Our Plant Breeding Staff. Seated, from left: Howard Harrison, In Charge, Small Grain Breeding; Henry Webb, In Charge, Cotton and Soybean Breeding; Richard Gettys, In Charge, Hybrid Corn Breeding; Dr. C. Hoyt Rogers, In Charge, Tobacco Research and Production; Dr. J. Winston Neely, Director of Plant Breeding and Agricultural Research. Standing, from left: Josh Stanton, Assistant Grain Breeder; James Harrison, Assistant Tobacco Breeder; Lewis Reep, Assistant Corn Breeder; Shelby Baker, Assistant Cotton Breeder; Hugh Dargan, Assistant Corn Breeder; Tommy Bustle, Assistant Corn Breeder; Donald Clark, In Charge, E.P. Department; John Hicks, Assistant Grain Breeder. Not shown: Maurice Larrimore, Cotton Breeder in Charge of our Mississippi Valley operations (see next page).



H. Maurice Larrimore

Native of South Carolina . . . Attended University of South Carolina . . . Employed by Coker's Pedigreed Seed Company since boyhood . . . Associated with late Dr. George J. Wilds for many years as assistant in plant breeding . . . Transferred to Mississippi in 1946 as plant breeder in charge of plant breeding and seed production for Coker nurseries in the Delta . . . Made crosses and selections from which Coker 124 and Delta Queen cotton varieties were developed.

Coker's Research Program in the

The combination of energetic management, fertile soils, favorable seasons and adequate labor resulted in the development of the Mississippi Valley as a major center of cotton production early in this century. In fact, much of the early cotton variety selection and improvement work was done in this area by farsighted growers driven by a desire to produce more and better cotton. Through these efforts considerable progress was made in cotton improvement, even though little was known about fiber quality or the characteristics contributing to mill performance.

During the twenties and thirties, mill operators and growers alike were becoming more and more aware of the need for longer staple varieties with additional fiber quality. The growers also realized a need for varieties which would mature earlier, providing better grades as well as types which were more consistent in the production of high yields.

COKER 100 WILT

With the development of Coker 100 Wilt in 1942, Mississippi producers realized that for the first time they had a cotton meeting their specifications. Here was a variety tailor-made for a large section of the cotton belt, especially areas like the Mississippi Valley where production practices and seasonal conditions combine to produce large quantities of a quality product.

The initial success of this outstanding variety and the ever increasing demand for even better varieties led Dr. George J. Wilds, then president of Coker's, to establish a branch operation at Lake Cormorant, Mississippi, under the supervision of Mr. H. M. Larrimore.

Since this early beginning in 1946 this program has been directed toward two major objectives: 1. To develop varieties to meet the specific requirements of the Mississippi Valley and, 2. To significantly increase the scope of the breeding and evaluation program, thereby greatly increasing the range of adaptability of Coker varieties to environmental influences.

EXPERIMENTAL LOCATIONS

This cotton research and breeding nursery included many experimental locations in such strategic areas as



George Hitt of Rose Seed Company, Clarksdale, Miss., was one of many visitors who came to see our new Delta Queen cotton at Lake Cormorant, Mississippi, in 1962.



R. L. Arnold, Plantation Manager, and S. W. Owen of Tunica, Miss., shown in an excellent field of Coker Delta Queen on Mr. Owen's plantation.
INSET: Richard W. Owen, partner in the S. W. and R. W. Owen operations.

Mississippi Valley

Southeast Missouri for earliness and Fusarium wilt screening work; Northeast Arkansas for yield trials and Verticillium evaluations; Clarksdale and Greenwood, Mississippi, for general evaluation and yield performance, as well as the immediate area around the headquarters at Lake Cormorant and Tunica.

DELTA QUEEN

The success of this program is clearly illustrated with the development of several Coker varieties which have

performed extremely well in Mississippi. These include such outstanding lines as Coker 100 Staple, Coker 100-A (WR), Coker 124, and Coker 124-B, and now is climaxed by the release of Coker's Delta Queen in 1961. These achievements have in no way lessened our interest in the Valley. On the contrary, they serve evidence of our continued and ever increasing determination to develop, for the major areas of cotton production, the very best varieties that scientific plant breeding and Coker experience can produce.



Part of a large group of visitors at one of our recent Field Days at Lake Cormorant, watching mechanical harvesting operations in a field of Coker's Delta Queen cotton.



Dr. C. Hoyt Rogers

Vice President, Tobacco Breeding and Production

B.S. degree in agronomy, Clemson College; M.S. degree, plant pathology and soils, University of Kentucky; Ph.D., plant physiology, botany and bio-chemistry, Rutgers University . . . Native of South Carolina . . . Joined Coker staff in 1942 from Texas State Experiment Station . . . Developed Golden Harvest, Golden Wilt, Golden Cure, Hicks Broadleaf, Coker 139, Coker 140, Coker 187, Coker 156, Coker 187-Hicks, Coker 128, Coker 316, Coker 80-F . . . Member of numerous national professional societies.

Department of Tobacco Breeding and

Our tobacco breeding and production program begins with the development through hybridization of breeding lines and ends with the seed production of new varieties for farmer planting.

In between these two phases of operation are the selection, testing and evaluation of promising lines to measure them against the growth, disease resistance, curing, manufacturing and smoking characteristics required for acceptance by both the grower and the manufacturer.

This process calls for extensive knowledge and experience on the part of the breeder, proved techniques for achieving breeding objectives, and equipment commensurate with the day-to-day requirements of a comprehensive breeding program.

DISTINCT DEPARTMENT

Because of the unique position held by tobacco in the economy of the Southeast, our tobacco breeding and production program operates as a distinct department removed from but closely correlated with our overall breeding work.

Heading this department is Dr. C. Hoyt Rogers, a South Carolina native reared in one of the principal tobacco-producing regions of the South. He combines a practical knowledge of tobacco production and management with formal, scientific training in breeding and plant pathology, qualifying him as one of the principal authorities of the flue-cured industry. The fact that approximately 75 per cent of the South's flue-cured tobacco acreage is planted in the varieties developed by Coker's Pedigreed Seed Company is evidence of the success of our program.

ASSOCIATE WORKERS

Working with him as associate breeder is James L. Brown, a Clemson graduate who has done extension graduate work with the University of Arkansas, and James W. (Skimp) Harrison, assistant breeder, a graduate of the University of South Carolina. There are also many semi-technical workers and day laborers employed in the tobacco department.

Physical equipment includes greenhouses, laboratory, field plots in Virginia, the Carolinas and Georgia, a winter nursery at Homestead, Florida, seed drying and processing facilities, a steel skylight warehouse for displaying breeding lines so that evaluations can be made by cigarette manufacturers and leaf companies, and a large number of curing barns adapted both to general crop and individual plant curings.

BEGIN WITH CROSSES

Breeding techniques begin with crossing of tobaccos, both wild and cultivated, and proceed through a single plant to one row plots, advancing of generations and testing in Florida, verifying the stabilization of selected lines, reselecting for uniformity and plant type, and continued plant to row testing.

When a line looks promising, it is put into advanced strains tests in measured replicated plots. From these



New Coker varieties are "born and bred" in disease nurseries such as this one in Dillon Co., S. C. Only seed from outstanding individual plants are saved for further testing and reselection.



An increase planting of a Blue-Mold resistant variety in our Hartsville nursery.



Tagged leaves from selected plants are stuck and bulked ready for evaluation. Paper bags in foreground contain harvested seed heads of a few experimental lines.

Production

strains, cured leaf samples are furnished to manufacturers, whose scientists analyze them for the qualities desired in the manufacturing of cigarettes.

Testing for disease resistance is accomplished by planting breeding lines in soil known to be heavily infested with organisms of the principal tobacco diseases.

MANY DISCARDED

When all data from all tests and analyses are completed, a final determination is made on releasing new varieties. In the breeding-testing process, many thousands of lines are discarded for every line continued in the program. The contribution our tobacco breeding work has made to the tobacco industry can be measured by the increased yield, improved plant types, better quality, greater disease resistance, and higher dollar return of the Southern flue-cured tobacco crop.



Each priming from every outstanding plant is checked and rechecked for desired characteristics. Here Dr. Rogers classifies the leaves as Jim Brown records the data.



Leaf of selected lines grown in comparative yield trials are displayed in our modern warehouse for appraisal by representatives of the major tobacco companies.



Sales of experimental lines help determine which are kept for further testing and which are discarded. From left: Jim Harrison, Dr. Rogers, Jim Brown.



COKER Plant Breeding spans the South!



J. Wallace Talbert

Vice President, Production and Sales

B.S. graduate of Clemson College . . . Former county agent and Extension tobacco specialist . . . Joined sales staff of Coker's Pedigreed Seed Company in 1946 . . . Named sales manager in 1947, secretary in 1953, vice president in 1958 . . . Now in charge of sales, production and quality control throughout the Southern territory . . . Former chairman of Hybrid Corn Division of Southern Seedsmen's Association . . . Served on numerous committees of seedsmen's association in South Carolina, Southern Seedsmen's Association, and American Seed Trade Association . . . Vice president and director of Coker de Mexico.

Department of Sales and Production

Ours is a free enterprise Company, depending solely upon the profits of our business for further work and expansion. This necessitates that production, quality control, and distribution of our seed be a prime emphasis of our work.

In overall charge of these phases of our program is J. Wallace Talbert, vice president and secretary. He has associated with him as sales manager, M. D. Lamberth; production manager, W. M. Howle; and in charge of quality control, David Allen.

SALES STAFF

The sales staff under Mr. Lamberth consists of college-trained men conveniently located in North Carolina, South Carolina, Georgia and Alabama, who give their full time in servicing Coker dealers, distributors, and farmers, and in telling the story of Coker breeding. In addition to their formal training, they have a practical knowledge of farming and are well-schooled in the ideals of Coker service.

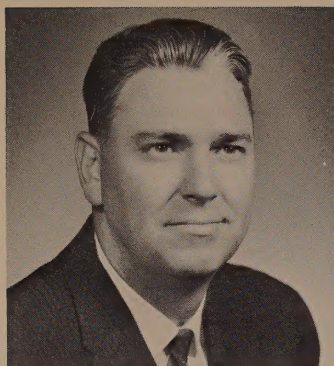
Our production manager, Mr. Howle, obtains contracts and supervises the growing of contract acreage in cot-

ton, soybeans, and small grain in North Carolina, South Carolina, Georgia, Alabama, Mississippi, Louisiana, and Texas. In this work, he cooperates closely with contract growers themselves and with the certifying agency in each state. Under his supervision are more than 30,000 acres.

ASSOCIATE GROWERS

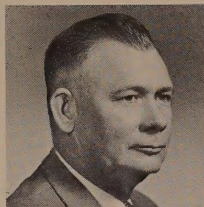
Mr. Howle's supervisory work does not include the production of hybrid corn seed since that is done under an Associated Corn Growers program initiated in 1958. Under this program, Coker breeders develop and furnish foundation seed to associated growers who produce and sell the seed of Coker varieties.

The Quality Control program, under Mr. Allen, supervises seed processing to make certain that all Coker seed offered for sale measures up to the highest standards of purity and quality. Mr. Allen's supervision includes cotton, soybeans, small grain, and hybrid corn. Total contract and Associated Growers acreage in these crops is in excess of 40,000 acres located from the Southeast west to Texas.



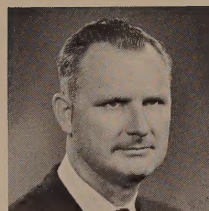
M. D. Lamberth

Native of Mississippi . . . Graduate of Mississippi State University with B.S. degree in agricultural administration and agronomy . . . Studied at Duke University . . . Inspector and Chief Inspector for Mississippi Crop Improvement Association 1946-50 . . . In charge of sales for Coker's Pedigreed Seed Company in Mississippi Valley 1950-60 . . . Coker Sales Manager throughout Southern territory since 1960.



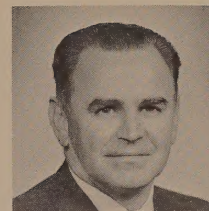
Henry L. Cooke

North Carolina Sales Representative since 1952. N. C. State graduate, B.S. in Agriculture.



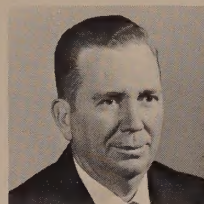
Edward S. Guerry

Alabama Sales Representative, with us since 1953. B.S. in Agriculture from Mississippi State.



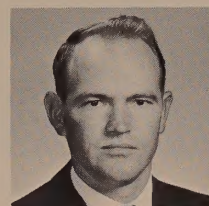
D. Q. Harris, Jr.

Georgia Sales Representative since 1954. B.S. in Agriculture from University of Georgia.



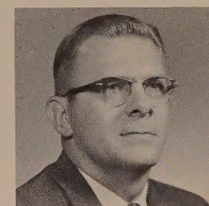
Furney W. Brittain

North Carolina Hybrid Corn Representative since 1961. B.S. in Agriculture from N. C. State.



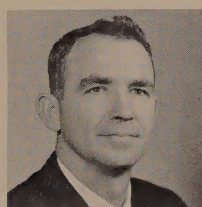
Bill Ansley

Alabama-Florida Hybrid Corn Representative, with us since 1961. B.S. in Agriculture, Auburn Univ.



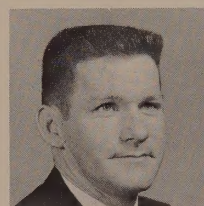
Cecil R. Spooner

Georgia Hybrid Corn Representative since 1960. B.S. in Agriculture from University of Georgia.



B. M. Brodie

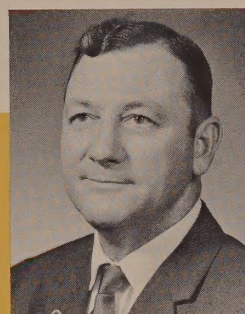
South Carolina Sales Representative, with us since 1954. B.S. in Agriculture from Clemson.



J. Elvis Parnell

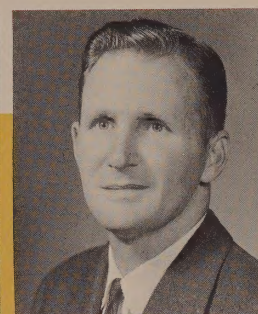
Assistant Sales Manager, with us since 1947. Attended University of South Carolina.

Sales



W. M. Howle

Graduate of Clemson College . . . Teacher of Vocational Agriculture in South Carolina for 7 years . . . Associated with Coker's Pedigreed Seed Co. since 1945 . . . Experimental Department 1945-51 . . . In Charge Seed Production Department since 1952.



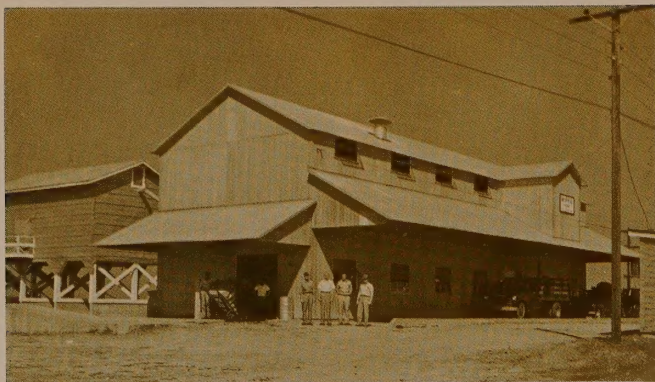
David Allen

Graduate of S. C. Presbyterian College. Associated with Coker's Pedigreed Seed Co. since 1946 . . . Hybrid Corn Division 1949-52 . . . In Charge Experimental Department 1953-61 . . . Hybrid Corn Production Manager 1962 . . . In Charge of our Quality Control Program since September 1962.

Production and Quality Control Staff



Seated, left to right: R. F. Flowers, Mrs. Nettie Sullivan, Mrs. Dorothy Kirven; standing, left to right: W. B. Atkinson, E. M. Brewer, G. L. Edwards, M. E. Jones, and B. L. Pigg.



Our gin at Chester, South Carolina.

Plant Facilities and Personnel

Our plant and equipment is designed to furnish facilities for our breeders to enable them to do a complete job of seed breeding, on the one hand, and our production and quality control staff to do the growing, harvesting, processing, storing, and distribution on the other.

For fields and laboratory work, our breeders are equipped with modern facilities, including greenhouses (conventional and plastic), growth chambers, statistical apparatus, equipment for experimental work, research and evaluation studies.

We have modern cotton gins in Hartsville, Chester and York, South Carolina, and Tunica, Mississippi. Our warehouses and storage tanks and bins, mechanized equipment, and facilities for processing and cleaning are both modern and efficient.

Our principal storage facilities, experimental headquarters, processing and cleaning equipment occupy a full city block in Hartsville. Additional facilities in these categories are located on our experimental farms in the Hartsville environs, and in Chester, South Carolina, and Tunica and Lake Cormorant, Mississippi.

Administrative offices are conveniently located in downtown Hartsville.

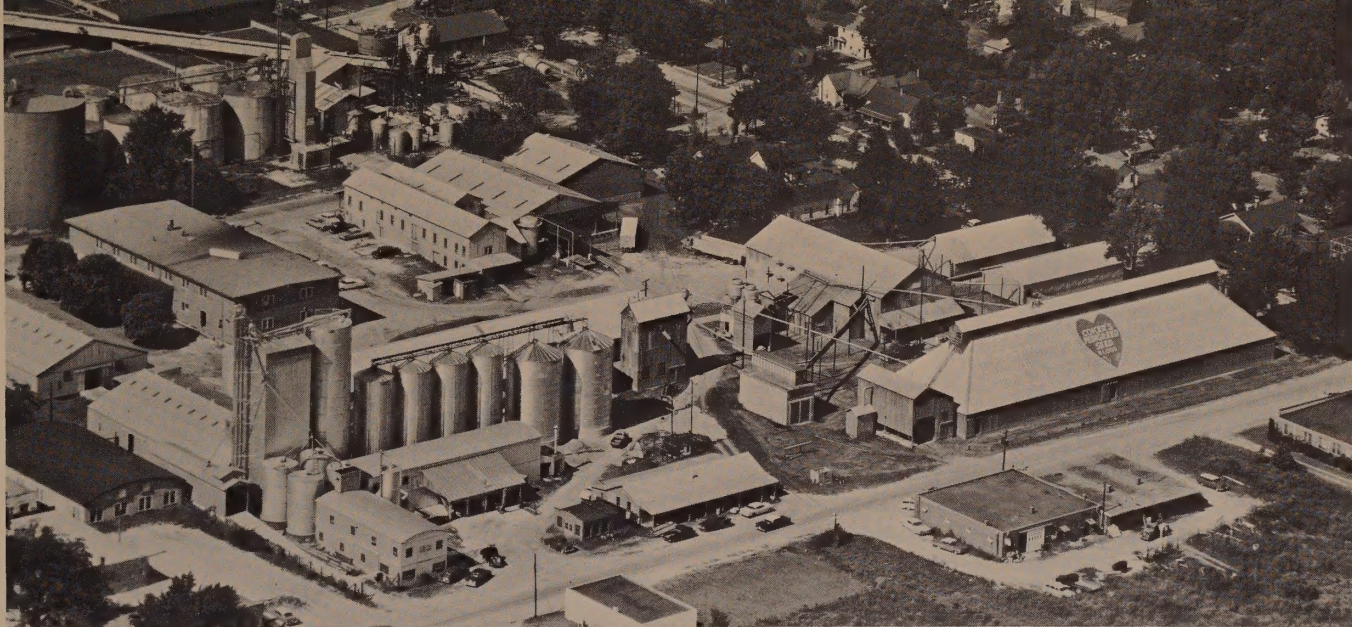
We are constantly investing large capital outlays in new equipment for a more efficient and economical operation.



Part of our cottonseed gin crew takes time out for the photographer at Coker's Hartsville Gin. Shown from left, Miles Isaac, Ed Wilson, J. E. Murphy, Homer Watson, J. L. McKinnon, Charlie Campbell, Clarence Freeman, Harley Hawkins.
INSET: Mr. E. M. Brewer, our Gin Manager.



Coker's hybrid seed corn bagged, tagged and ready for shipment from one of our large fireproof warehouses in Hartsville.



An aerial view of a portion of our processing plants, storage tanks, and other facilities at Hartsville, S. C.



An interior view of our cottonseed machine delinting plant. From left: Homer Watson, Fred McLaughlin, Thomas Frazier and W. B. Atkinson, Manager.



Our Hybrid Corn and Grain Processing crew. Standing, from left, W. L. Odom, Henry H. Odom and Max Jones, Foreman. Kneeling: Ben Bacote, Grant Keeter, Coleman Navy, William Knight, Woodrow Williams.



Our warehouse crew. Front row: James Sellers, Bernice Wilson, Frank Toney. Rear: James Sims, James Prescott, Robert Sutton, Allen Holmes. INSET: Mr. G. L. Edwards, Foreman of warehouse crew.



Two of our regular truck drivers who have been with us for many years are Leo Dundy, left, and Archie Prescott. Bealer Toney, another long-time Coker employee, is not shown.



Richard S. Cathcart

General Manager, Farms and Gins

B.S. graduate from Clemson College . . . 30 years with Coker's Pedigreed Seed Company, with experience in all phases of its work, including plant breeding, seed processing, farm, gin, and warehouse management . . . A South Carolina native with a life-time experience in scientific agriculture . . . General manager of Coker farms and gins since 1951.



James H. Arnette

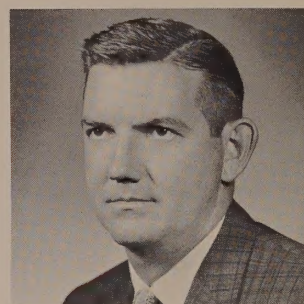
Graduate of Clemson College with degree in agricultural engineering . . . Master of Agriculture from University of Florida . . . Former teacher of agricultural engineering at University of Florida . . . Joined Coker staff as agricultural engineer in 1952 . . . Assistant general farm manager.

Department of Farm Operations

Our farm operations in Hartsville comprise approximately 5000 acres located on 10 farms. On these farms is the home base of our southwide experimental, testing and production work. In general charge of these farms is Richard S. Cathcart (see above). He is assisted by James Arnette and Pressly Coker. Under them are experienced farm managers with as many as 30 years on Coker Farms.

Our farms are modern, mechanized operations conducted solely for research, experiment, and seed increased production. The exacting scientific requirements of this type of farming demand skills, knowledge and experience which distinguish it sharply from a general farm operation.

In addition to plant breeding and seed production, we are continuously seeking new and improved methods in cultural practices. Many of the practices now in general use on Southern farms have been pioneered on Coker farms.



S. Pressly Coker

B.S. graduate of Virginia Polytechnic Institute . . . Holds Master's Degree from Cornell University . . . Formerly employed by American Jersey Cattle Assn. . . . Formerly associated with Humphrey-Coker Pedigreed Seed Company . . . Assistant General Farm Manager for Coker's Pedigreed Seed Company since 1962.



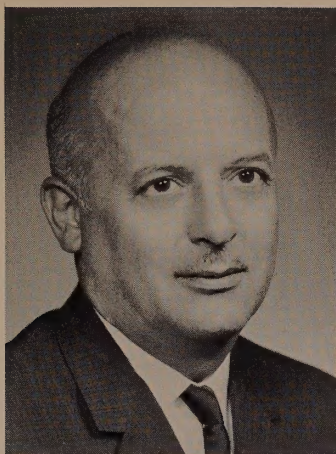
FARM MANAGERS. Standing, from left: W. M. Alexander; E. T. Ward; Carl Griggs. Seated, from left: Robert Garland, W. H. Hobbs.



OUR SHOP CREW. Left to right: Jay Jackson, Paul Sexton, Louie Mozingo. These men keep our machinery and equipment in top condition the year around.

CARPENTERS. R. D. Walters, left, and Guy C. Gibson.





Ing. Jose Rodriguez Vallejo

General Manager

Graduate of the National College of Mexico with the degree of Engineer of Agronomy . . . Master of Science degree in plant pathology from the University of Minnesota . . . former Dean of the National College of Agriculture of Mexico . . . former Director of the Seed Increase Program of the Extension Division of the Mexican Department of Agriculture . . . Presently, General Manager of Coker de Mexico.

Coker De Mexico

For many years the Mexican Government through the Department of Agriculture has sponsored and promoted a seed improvement program so that the farmers of Mexico have available the best quality planting seed of adapted varieties. This use of quality seed of adapted varieties resulted in more demand for Coker cotton varieties that have proven to be exceptionally well adapted to growing conditions in Mexico. By supplying the farmers of Mexico with controlled quality planting seed of adapted and proven varieties, Coker's Pedigreed Seed Company saw an excellent opportunity to be of real service to Mexican agriculture.

Thinking that the best way to better serve Mexican farmers was to become a definite part of the agricultural economy, Coker's Pedigreed Seed Company, in 1959, formed the Mexican company, Coker de Mexico. This company was organized in accordance with Mexican laws and in cooperation with some of the leading farmers in Mexico. The central office is located in Mexico City with branch offices in Torreon, Coahuila and Cd. Obregon, Sonora.

MEXICO OFFICE

The operation of Coker de Mexico is managed by exceptionally well trained and experienced Mexican scientists. Ing. Jose Rodriguez V., who has an Engineer of Agronomy Degree from the National College of Agriculture and a Master of Science Degree in Plant Pathology from the University of Minnesota, is the general manager of Coker de Mexico. Ing. Rodriguez was formerly Dean of the National School of Agri-

culture and Director of the Seed Increase Program for the Mexican Department of Agriculture.

Ing. Carlos Barbosa, who is in charge of the Torreon office, has an Engineer of Agronomy Degree from the National School of Agriculture and a Master of Science Degree from the University of Minnesota in Plant Pathology. Ing. Barbosa was formerly Director of the Agricultural Experiment Station and was an Extension Agronomist in Torreon.

Ing. Luis Carlos Felix, who is in charge of the Cd. Obregon office, has an Engineer of Agronomy Degree from the National School of Agriculture and a Master's Degree in Genetics from the University of Minnesota. He is a native of the State of Sonora and formerly was a professor in the Institute of Technology and Superior Studies at Monterrey.

These three scientists perform the same scientific investigations in Mexico as those performed by seed breeders in the United States.

In 1961, for the first time, quality Coker cotton planting seed was exported from Mexico to the lower Rio Grande Valley in Texas. All the farmers who planted these seed were highly pleased with the exceptionally high germination, plant vigor and top yields. Plans for the future are that this program in Mexico will not only supply the needs of Mexico but that it will serve as a source of high quality, well adapted seed for Central and South America as well. We are certain that this effort will be of great value to the agricultural economy of these countries and we are grateful for the opportunity to be of service.



Many groups of Southern farmers and farm women, such as the one shown in photo above, come each year to tour our Hartsville farms and see first hand newest developments of our extensive research program.



This group of County Agents and Vocational Agriculture Teachers was among dozens of similar groups which visited Coker Farms last summer. Many of them return a few days later, bringing along farmers, FFA and 4-H members and Vo-Ag students from their communities.



Seeing is believing—and these farmers and seedsmen came all the way from Mississippi, Louisiana and Arkansas to see and hear about our small grain breeding program—one of the world's largest.

They come to see

Last season, some 10,000 Southern farmers traveling a distance of close to a million miles visited the Coker farms. They do it every year in growing numbers and increasing mileage. They come from all over the South—from the Eastern Seaboard to the Mississippi Valley, from Virginia to Florida and Texas.

They come from foreign countries, too—South and Central America, the Near and Middle East, Europe, Asia, and the Philippines.

They are farmers and government leaders, college presidents and college professors, Experiment Station workers. They represent agriculture, industry, education, government.

Why do they come? One of our men asked a North Carolina visitor that question. He said, "I have



Many of our visitors, such as this group from Kinston, N. C., charter buses for the one-day trip to Hartsville, arriving in mid-morning and leaving that afternoon after our plant breeders have conducted them around the farms and experimental work.

and learn...

visited Coker farms at least once a year for many years and I have never been there yet but what I have learned something that helped me make more money from my farm."

That answer explains most of our visitors. It is our business and pleasure to help make more money farming by not only offering the finest seed that scientific breeding and conscientious work can produce but also by telling and showing what we have learned about better farming practices — fertilizing, insect and grass control, cultivation, cover crops, mechanical harvesting, etc.

A good many years ago, David R. Coker said that Coker scientists keep no secrets. They share their knowledge generously and gladly with farmers. That is still our policy. It is good business for us. It is also good business for Southern agriculture.



Scores of private planes bring many additional visitors each summer, landing at the Hartsville airport near our farms.



This group of North Carolina farmers came especially to see our cotton breeding program, and look over our new Carolina Queen variety for 1963 planting.

Experimental Department



Our Experimental Department staff. From rear left: Donald Harrell, Ed Brown, Franklin Strickland, William Jones, Lewis Hall. Front row: David Griggs, Carroll Jackson, Allen Collins, W. R. Grant (kneeling), Kenneth Jones and Donald Clark, In Charge.

Our Office Personnel



Seated, from left: Mrs. Mary Cooley, Mrs. Grace Scott, Mrs. Vi Ballard, Miss Jane Byrd, Mrs. Betty Goodman. Standing, from left: Mrs. Toni Sexton, Mr. Thomas Norton, Mr. H. L. Smith, Mrs. Ollie Stokes, Mr. James Hyatt, Mr. Gary Brown, Mrs. Thelma Flowers, Mr. Robert Tyler.

Eyes on The Future

There are yet many problems, many challenges. New situations create new opportunities. Old problems remain which have lent themselves only to partial solution.

We are continuously seeking to incorporate greater disease resistance into varieties, combined with the characteristics of high yield and high quality.

Meeting the exacting demands of mills and manufacturers through improved varietal characteristics is basic to our continuing efforts.

Insect resistance offers an exciting challenge.

Greater profits on the farms from varieties bet-

ter adapted to mechanized agriculture and improved production techniques are our constant aim.

The principal of hybrid vigor, applied with such spectacular results in corn, is almost an unexplored frontier in other crops.

We are constantly seeking a better balance of characteristics in all varieties.

This is only a part of the job ahead. To it, our 60 years of accumulated knowledge and experience are dedicated.

This is the heritage of our company. Southern farmers and their greater happiness and prosperity are our ever-present thought.

"We make no claims which our seeds do not prove; we give the best quality seeds that careful and expert breeding can produce; we exercise a personal care in handling our seeds at every point, recleaning and separating out all except the strong and vital; we sell only such seed as we can guarantee for high germination and purity, and give actual percentage figures of every lot; we stand absolutely behind every seed we sell with our many years reputation as breeders, with a substantial commercial backing and with a money-back guarantee; we give prompt and efficient service in our shipping department; and finally, we never allow any complaint, no matter what its nature, to go without a prompt investigation and, if well founded, a satisfactory settlement with the claimant. These are the methods and policies under which our work has grown from a small, one-man local enterprise, to one that now reaches every Southern state.

"Our many customers and friends who have made this growth possible, we thank for their cooperation and support, and ask of them a continuance of patronage. We welcome new customers and patrons and invite them to share in any way they will, the benefits to be derived from the use of our seeds, our methods, or our advice."

... David R. Coker, President
(as quoted from 1915 Coker Seed Catalogue)



**COKER'S
PEDIGREED
SEED**

**BLOOD
WILL
TELL**

The Origin of the **RED HEART**

By A. L. M. Wiggins

When the seed breeding and growing operations of J. L. Coker and Company had reached substantial proportions in 1913, it was decided to set up these operations in a separate organization. It was necessary, therefore, to select a name for the seed organization.

The scientific method used by our plant breeders was the "plant to row" method under which an individual plant became the parent of a strain of seed. Every strain or variety was the descendant of an individual plant, the result being a traceable pedigree back to the original parent. This pedigree method was relatively new in the South at that time. It was, therefore, necessary to educate the farmers on the method, technique and value of pedigreed seed breeding. In order to publicize to the greatest extent possible this method of breeding, it was decided to use the words "Pedigreed Seed Company" as the name of the new seed-breeding organization.

HISTORY OF TRADE-MARK

It was recognized also that it would be desirable to have a trade-mark to identify these seed. Mr. David R. Coker asked me to design a trade-mark that might be appropriate. After some thought and study, we agreed that a red heart, though not original, would be an appropriate background for the trade-mark. The heart, of course, was slightly suggestive of Hartsville. More than that, it represented blood and the transmission of energizing power. We, therefore, adopted the heart and designed a distinctive style of type for the words "COKER'S PEDIGREED SEED" to be superimposed upon the heart. This design, while good, was not patentable. Therefore, we felt that some patentable expression should be used in connection with the heart that would emphasize the character and quality of pedigreed breeding.

We worked out many expressions but none of them seemed to hit the spot until I recalled an expression that my mother had frequently used in talking about people that "Blood Will

Tell." She frequently mentioned that family blood would show up in descendants, for good or for bad. I submitted this expression to Mr. Coker and he accepted it with enthusiasm. The proposed trade-mark showing the words "Coker's Pedigreed Seed" and "Blood Will Tell" superimposed on a red heart was first used on our bags of seed and Company letterhead on August 1, 1914. On November 25, 1914, a drawing of this was submitted to the U. S. Patent Office and registration was granted on April 13, 1915. From that time on, no other seedsman could use the words "Blood Will Tell" in their advertising of seed.

MAJOR COKER'S ADMONITION

When we received the beribboned registration from the patent office, Mr. D. R. Coker suggested that I take it up and show it to Major Coker, his father. With great pride, I took this document to Major Coker and he looked it over with keen interest and satisfaction. In my youthful exuberance, I told Major Coker that we would attach this trade-mark to every bag of seed we sold, with a metal seal, so that our customers would know they were receiving the genuine product. I told him that we were going to publicize this trade-mark and that some day it would be worth a lot of money. The Major smiled and then seriously said to me, "I see that you are using the name 'Coker' on this trade-mark. I want you to see to it that every bag of seed bearing this name is worthy of the name." These instructions made a profound impression on me. They illustrated the integrity that was represented by the name "Coker."

I am glad to say that, throughout the years, the admonition of Major Coker has been scrupulously followed and no seed has been offered to the public that did not represent the integrity of scientific plant breeding.

Later on, the operation was incorporated and the name changed to "Coker's Pedigreed Seed Company."



Mr. Elvis Parnell, Assistant Sales Manager, checks the leaf characteristics of our new Coker 319 tobacco variety for 1963 planting. Note size, number and spacing of leaves.

A NEW Coker Tobacco for 1963!

COKER 319 Breeder's Registered Seed

Out of a number of combinations of the Coker 139 and Hicks varieties, we have selected one for release this year that has given satisfactory yields of leaf resembling that from the Hicks parent. This variety, Coker 319, combines the best features of the two varieties. It has been reselected for 8 generations on soils heavily infested with black shank and root gall nematodes and checked repeatedly in nurseries located on wilt infested soil.

GROWTH HABITS

Coker 319 will average about the same height as the Hicks parent with leaves spaced a little closer on the stalk. The leaf count usually averages from 4 to 6 more than Hicks and leaves are of about the same dimensions. The leaves are somewhat more puckered between the veins than is Hicks. Like the 139 parent, it is adapted to a wide range of growing conditions and is not particularly sensitive to extremes in weather or fertilizer application. The plants have a good root system providing good feeding area and anchorage for the plant. This contributes to unusually good storm resistance. Since the plants are only of medium height, they should be well adapted to mechanized harvesting. It is recommended that this variety be fertilized about like Coker 316.

HANDLING QUALITIES

This variety shows no unusual characteristics as far as seedling production or general management is concerned. It is relatively easy to obtain good stands of this variety and no difficulty has been experienced in getting seedlings or transplants established in the field. As stated above, it has shown unusually good storm resistance when compared to most other varieties. Leaves of Coker 319, like any other variety, should be allowed to ripen well before harvesting. They are readily cured to a good lemon or orange color and will require about the same curing period as Hicks. Usually, however, it takes a slightly shorter period because it is easier to dissipate the green color, especially in the base or butt ends of the leaves, as is usually required for Hicks. Breakage

in stringing or handling in the field or around the curing barn will be at a minimum. The grower will find that this variety responds well to good management, although it is very easy to handle throughout the entire growing and curing periods.

ADAPTABILITY

We checked this variety in all belts of the flue-cured district both in 1961 and 1962, after a period of years testing in our nurseries. It performed well in all of these areas and under the different climatic conditions experienced from Coastal Plain to Piedmont. It will not bloom early under stress conditions such as excessive cold or dry periods. The average blooming date is a few days later than the Hicks variety and about like Coker 316. It responds well to average or above average applications of fertilizer.

DISEASE RESISTANCE

We have nursery or breeding plots in many areas especially selected for the extreme severity or prevalence of soil borne diseases that are of the greatest economic importance. The hundreds of tobaccos that we are constantly working with are planted in a number of the black shank and wilt nurseries or in areas heavily infested with nematodes. In most cases the black shank and wilt nurseries also have an extremely high population of the root galling and other nematodes. Coker 319 was reselected from crosses made between parents growing on such severely infested soil. This particular line has been grown and reselected under such conditions for 8 generations. This is only one of about 125 tobaccos involving these two parents that are under study at present. It has been reasonably high in resistance when grown in these heavily infested soils. Although we plant tobacco continuously in these nurseries and even encourage more severe infection by artificial inoculation, it is recommended that the grower follow a rotation of tobacco with other suitable crops. At least a 2-year rotation of tobacco with some other crop such as cotton is suitable.

**BLACK
SHANK
RESISTANT**

Another NEW Coker Tobacco Variety for 1963!

COKER 111 Breeder's Registered Seed

The Coker 111 variety of tobacco released for 1963 planting was selected from a cross involving Coker 187-Hicks and Oxford 1-181. This variety has been reselected for seven generations on soils severely infested with black shank, wilt and nematode organisms. It has been tested in such areas throughout Georgia, the Carolinas and Virginia and is especially adapted to the Coastal Plain or lighter soils in other belts. It is somewhat above average in nicotine content and is medium to medium heavy bodied. This tobacco should produce leaf acceptable to both domestic and export trade. Leaf acceptability by both has been good.

GROWTH HABITS

Coker 111 plants are intermediate between the two parents. Leaves are wider than the 1-181 and longer than the 187-Hicks. Plants average about five feet in height with about 23 leaves per plant and approximately two and a half inches between leaves. The leaf count has averaged from four to five more per plant than the Hicks variety. Yields should be up to 10 per cent more than Hicks. Plants average about six inches taller than Hicks with leaves well spaced and arranged around the stem so as to provide optimum sunlight and air availability to each. There are few or no ground suckers and axil suckers are usually later in developing than the Hicks variety because the blooming date is later. Plants have a well developed root system.

HANDLING QUALITIES

In a similar manner to other varieties, leaves should be well ripened before harvesting. It is fairly easy to handle both in the field and around the curing barn and about like Hicks in these characteristics. The leaves are easily cured to a deep lemon or orange color and are of good texture. Good quality leaves are produced on the bottom third of the plant with relatively good nicotine content and other desirable characteristics.

SOILS AND FERTILIZER

In tests throughout most of the flue cured district, Coker 111 has shown good adaptability to a fairly wide range of soils and climatic conditions. Because of the comparatively good body and relatively high nicotine content, it is especially adapted to the Coastal Plain and medium or light soils in other areas. This tobacco should be fertilized about like Hicks but less than a variety such as Coker 316. Usually about a fifth less fertilizer should be applied in fields planted to this variety. Since it has a medium blooming date, it will usually withstand periods of unfavorable weather conditions better than some of the early blooming varieties, such as Hicks.

DISEASE RESISTANCE

Coker 111 has very high resistance to black shank and has been reselected on wilt infested soils and has shown



M. D. Lamberth, Coker Sales Manager, displays a leaf of Coker 111. In all our tests, this new variety has shown superior characteristics of disease resistance, ease of handling and curing, and outstanding quality.

comparatively good resistance to these diseases. It also has fairly good tolerance to the root knot nematode. Little or no loss has been experienced in nurseries or other plots with severe disease infestation, regardless of location in the different flue cured tobacco belts.

CHIEF CHARACTERISTICS

PLANT TYPE: Medium to slightly above medium height, about 5 feet tall. Medium late blooming.

LEAF: Fairly long, medium width, from 2 to 2½ times as long as wide. Spaced 2½ to 2¾ inches apart on the stalk. Medium to medium heavy bodied. Averaging from 22 to 24 leaves per plant. Easily cured to dark lemon or orange color.

STALK: Medium size with good root system providing good storm resistance.

YIELD: Slightly above average, from 5 to 10 per cent greater than Hicks.

QUALITY: Good texture and body, slightly above average in nicotine content. Selling well on warehouse floor.

ADAPTABILITY: Especially suited to the Coastal Plains and generally to medium or medium light tobacco soils.

COKER

80-F Breeder's Registered Seed

Introduced just last year, Coker 80-F has won many friends among Georgia and Carolina growers, especially in Coastal areas. Both domestic and export buyers paid good prices for it, and growers were well pleased with its performance and handling qualities. Developed from a cross between Coker 187, Coker 139 and Coker Hicks, this new variety produces leaves similar to Hicks in type and chemical composition, and will usually outyield it by 10 to 15 per cent.

For 1963 we are offering a new higher yielding strain of Coker 80-F with a slightly longer, broader leaf. We especially recommend it for the higher rainfall areas of the eastern Carolinas and Georgia.

**BLACK
SHANK
RESISTANT**

COKER 187-HICKS

Breeder's
Registered Seed

Our new 1963 strain of this widely popular variety has been reselected out of the best Coker 187-Hicks plant material in our breeding program. It yields a little more, has more disease resistance and a lower ground sucker count. This strain has produced very satisfactory yields of good quality cigarette leaf especially suited for domestic use; makes plenty of export-type leaf, too. Under conditions of extreme infestation, our new and improved strain has shown an unusual degree of resistance to black shank and wilt damage.

Producing around 24 to 26 leaves per stalk spaced about 2½ inches apart, Coker 187-Hicks will average about five feet high under normal conditions. Leaves are broad

and medium-long, and somewhat puckered between the veins though they become smoother as they ripen.

Coker 187-Hicks is one of the most easily handled varieties available. Cures easily to a rich lemon or orange color with good body and texture. Does well on all soils in the flue-cured areas, and is at its best on medium to medium-heavy land. Withstands adverse weather conditions without early flowering — a medium-late bloomer.

NOTE: Despite the relatively high disease resistance of Coker 80-F and Coker 187-Hicks, we cannot guarantee performance since new strains of these diseases or a combination of conditions might occur which could adversely affect tolerance or resistance.

CHIEF CHARACTERISTICS

PLANT TYPE: Medium height of about 56 inches, with leaves spaced about 2½ inches apart.

LEAF: Medium broad, averaging 24 inches or more in length and 11 to 12 inches in width. Good breakage resistance and is easily cured. Cured leaves are somewhat similar to Hicks.

STALK: Medium size; good root system provides good storm resistance and feeding area.

YIELD: Somewhat above average, about 10 to 15 per cent higher than Hicks.

QUALITY: Very good quality and curing to a rich lemon or orange color.

ADAPTABILITY: Grows well on practically all tobacco soils throughout the flue-cured district. Does not bloom prematurely under adverse weather conditions. No difficulty experienced in transplanting and obtaining a good stand.

DISEASE RESISTANCE: High resistance to black shank, some resistance to nematodes and some tolerance to wilt.

**NON-RESISTANT
CERTIFIED VARIETIES**

COKER'S HICKS

New Improved Strain! Over \$60.00 Higher Money Value!

If you've been planting regular Hicks Broadleaf with good results, we sincerely urge you to plant some of our Coker's Hicks nearby for comparison. We are certain that you will make more pounds of better quality leaf per acre from our greatly improved selection of this fine performer. Our tests show it and growers who have tried both, know it. Since we began selecting, testing and reselecting Hicks lines, we have increased yields by over 50 per cent and greatly improved the quality, adaptability and ease of handling. You can't tell the difference by looking at the seed — but you can surely tell it in the field, in the barn and when you pick up your check at the warehouse! Plant Coker's Improved Hicks in 1963 and see!

WHITE GOLD

Very similar to Hicks Broadleaf. Still a favorite of many in Georgia and non-disease areas of the Carolinas. We have continued our reselection work with this variety,

and now offer an improved White Gold for 1963. Medium size plants, medium broad leaves. Easily cured to a bright lemon or orange color.

Also available: We have a limited supply of seed of Coker 156, Coker 187 and other varieties. Ask your dealer to order them for you from us.

A field of Coker's Improved Hicks grown in Georgia. Our continuous testing and reselection program has greatly increased the yields, quality and dollar value of this variety.





William S. Howle, Production Manager, and J. Wallace Talbert, Vice President In Charge of Sales and Production, shown in a uniform, high yielding field of Coker Moregrain oats on our Hartsville Farms.

COKER MOREGRAIN OATS Breeder's Registered Seed

... the leading oat in the Lower and Middle South!

Our customers agree — Moregrain is well-named. Throughout the major portion of the Southern Oat Belt we continue to receive enthusiastic reports about the very high average yields it makes across entire fields — often over 100 bushels per acre. They like its extra-heavy test weight, too!

Contributing to its high yielding capacity — and making it a profitable oat for *you* to grow — is the fact that Moregrain is the most disease resistant oat we've ever released. It resists Victoria Blight . . . most of the common races of crown rust (see note) . . . two of the three prevalent races of loose smut . . . soil borne mosaic and mildew. It is also relatively tolerant to "yellow leaf," a disease that affects some standard oat varieties.

WIDELY POPULAR FOR GRAZING

Moregrain is early and exceptionally vigorous, producing good leafy growth over a long season. Livestock men find it has an excellent carrying capacity. Being moderately cold-hardy, it is able to withstand sudden freezes and provide a good winter ground cover. As further evidence of its dual-purpose value, Moregrain has been at or near the top in every oat forage yield test conducted by southern experiment stations in its adapted area!

AN EXCELLENT OAT FOR COMBINING!

Growing about four inches shorter than Victorgrain 48-93, Moregrain is stiff strawed and comes through storms with minimum lodging. Has a high proportion of grain to straw, with long, heavy heads. Literally hundreds of farmers have told us that Moregrain stands better and is easier to combine than any oat they've ever planted!

RECOMMENDED AREAS

For forage and grain production, we recommend Moregrain throughout the Coastal Plains and Piedmont areas of the Carolinas and Georgia; throughout Alabama and Mississippi, and the north half of Louisiana. In Arkansas, from south of the Ouachita Mountains to the Louisiana line.

For grazing only, in the extreme lower Coastal areas of the Carolinas through Louisiana. We do not recommend Moregrain for northernmost areas and higher elevations where varieties with extra cold resistance are needed.

DESCRIPTION

PLANT: Semi-winter type; vigorous, rapid growing—recovers readily from grazing. Excellent for interplanting with lespedeza. Has moderate cold resistance.

GRAIN: Two to four pounds higher in test weight than Victorgrain; slightly darker red in color and a bit shorter.

STRAW: Moderately stiff; a favorite for combine harvesting.

MATURITY: Early; heads 5-6 days earlier than Victorgrain; 9-10 days earlier than Arlington.

PRODUCTION: Top producer in tests and in farmer plantings across the South. Especially satisfactory in total forage-plus-grain yields.

UNIFORMITY: Entirely satisfactory and adequate. Some slight variations may occur in plant height and maturity date since Moregrain was developed recently of hybrid origin.

NOTE: MOREGRAIN IS RESISTANT TO MOST OF THE COMMON RACES OF RUST. HOWEVER, SINCE NEW RACES OF THIS DISEASE CONTINUALLY THREATEN ALL OAT VARIETIES, NO COMMERCIAL VARIETIES NOW KNOWN CAN BE GUARANTEED RESISTANT TO ALL RACES OF THESE DISEASES.

COKER'S SUREGRAIN OATS Breeder's Registered Seed

... *Best forage-and-grain oat variety for the Deep South!*

While similar in many respects to Moregrain, Suregrain was bred and developed by Coker's Pedigreed Seed Company especially to meet the needs of farmers in the extreme southern areas of the fall-planted oat belt. While it does not have sufficient hardiness for the Piedmont, it is relatively more hardy than most of the newer Spring-type oats currently being grown in the lower coastal areas, and thus far less likely to suffer damage from the sudden freezes which often occur there. Moreover, Suregrain's high degree of resistance to most of the common races of rust and other diseases has greatly reduced the risk of producing oats in those areas, where a majority of the crop is used solely for forage. Perhaps more than anything else, Suregrain has been responsible for putting many Deep-South farmers back in the oat business on a profitable basis!

EXCELLENT YIELDS

A dual-purpose oat, Suregrain has consistently produced high yields of forage and grain. For example, in 31 yield tests between ten oat varieties, Suregrain was second only to Victorgrain 48-93, with a 53.7 bushels per acre average. Its good grazing qualities are shown in a series of combined forage and grain tests in which Suregrain produced a grain equivalent of 92.8 bushels per acre.

DISEASE RESISTANCE

Suregrain is highly resistant to most races of crown rust generally prevalent in the U. S. This includes the race 216 group which in recent years has caused severe damage to well known Southern oat varieties. It is also highly resistant to Victoria Blight and to all known races of smut. Suregrain is a short strawed variety and should be seeded only on land of average or better fertility. It may not grow to satisfactory height on thin land.



High yields of both forage and grain, plus excellent disease resistance have made Suregrain extremely popular with Deep-South farmers. Josh Stanton, left, Assistant Grain Breeder, and Howard Harrison, In Charge.

DESCRIPTION

PLANT: Relatively short; semi-winter type, leafy, early growth; excellent for interplanting Lespedeza; moderately cold resistant.

STRAW: Stiff and well suited to combining.

GRAIN: Very similar to Victorgrain; averages about two pounds heavier test weight.

MATURITY: Early; heads 2-3 days before Victorgrain; 6-7 days earlier than Arlington.

PRODUCTION: Very high yields of both forage and grain.

NOTE: SUREGRAIN IS RESISTANT TO THE COMMON RACES OF RUST. HOWEVER, SINCE NEW RACES OF RUST CONTINUALLY THREATEN ALL OAT VARIETIES, NO COMMERCIAL VARIETIES NOW KNOWN CAN BE GUARANTEED RESISTANT TO ALL RACES OF THESE DISEASES.

COKER'S VICTORGRAIN 48-93 Breeder's Registered Seed

... *A truly outstanding oat for the Middle and Upper South!*

The best indication of any variety's value is the number of farmers who re-order it year after year. We released Victorgrain 48-93 in 1950 and today, after 12 years, this variety still enjoys the widest acceptance of any oat variety EVER developed for the South. Grain farmers have learned they can *depend* on Victorgrain to put the most bushels in the bin, year in and year out, over a wide range of growing conditions, on all types of soils. Its very high yields, combined with remarkably stiff, erect straw, and plenty of eye appeal will continue to make it the favorite for a long time to come.

Just as Moregrain and Suregrain were developed by our grain breeders especially for the *lower* portion of the fall-sown oat belt, Victorgrain was bred and released for farmer plantings in the *middle and upper* South.

While resistant to many diseases, Victorgrain 48-93 lacks resistance to Helminthosporium blight and related diseases, and to some of the newer races of rust. For this reason, it should *not* be planted in the extreme lower

coastal plains or in areas where these diseases are likely to be a problem.

DESCRIPTION

PLANT: Ideal height; will not shade out Lespedeza or other interplanted crops. Semi-winter type; heavy tillering.

DISEASE RESISTANCE: Highly resistant to most races of crown rust; susceptible to 101 and some new races such as 216 and 264. Resistant to most races of smut; susceptible to one race which is controlled by seed treatment. Tolerates mild infestation of Helminthosporium but is not resistant and not recommended for blight areas.

STRAW: Stiff and very storm resistant; ideal combining variety. Will be among the last of all varieties to lodge.

GRAIN: High test weight; thin-hulled; well filled, almost awnless. Excellent feed value.

MATURITY: Usually ready for combining 7-10 days before Arlington.

PRODUCTION: Has no equal anywhere in its adapted area.

UNIFORMITY: One of the most uniform oat varieties available.



M. D. Lamberth, Sales Manager, appears well pleased with this field of Coker 47-27 wheat near Hartsville, S. C. This variety is ideally suited for Upper Coastal and Piedmont areas, and is among the highest of all adapted varieties in test weight.

J. Wallace Talbert, Coker Vice President—In Charge of Sales and Production, notes the full heavy heads and erect stalks of Coker Coastal Wheat.



COKER 47-27 WHEAT

Breeder's
Registered Seed

An excellent milling wheat for the Middle and Lower Piedmont and Upper Coastal Plains areas of the South. Produces very satisfactory yields of extra-heavy grain. (Test weight of Coker 47-27 is among the highest of all varieties currently being grown in the Southern wheat region.) Moderately cold resistant, but not recommended for the higher elevations in the Piedmont and Mountain areas due to the more severe winters.

DESCRIPTION

PLANT: Medium-tall, semi-winter type. It's leafy, vigorous—grows off fast. Good tillering.

DISEASE RESISTANCE: Moderately resistant to leaf rust and most prevalent races of stem rust. Tolerant but not resistant to mildew.

STRAW: Stiff; good storm resistance. Combines well.

HEADS: Erect, square, broad to the tip, with close fitting straw-colored glumes.

GRAIN: Plump, heavy, excellent milling quality.

MATURITY: Medium-early; about 2 days earlier than Anderson.

PRODUCTION: Unexcelled in Coastal Plains areas of the Carolinas and the southernmost sections of the Gulf States. Commonly produced 30 to 35 bushels per acre.

COKER'S COASTAL

Breeder's
Registered Seed

If you're looking for a wheat that grows a bit shorter and matures later than Anderson, plant Coker's Coastal. Generally adapted to the Coastal Plains area, it has very stiff straw and is popular with combine operators. Slightly taller than Atlas 66. A good all-around wheat variety.

DESCRIPTION

PLANT: Medium-tall. Excellent early growth. Good tillering. Lacks winter hardiness.

DISEASE RESISTANCE: Good resistance to both leaf and stem rust. Has considerable tolerance to mildew.

STRAW: Very stiff. Stands well for combining.

HEADS: Slightly nodding; square, broad and beardless. Resists shattering.

GRAIN: Large and plump. Good milling quality.

MATURITY: Medium-late; about a week to 10 days later than Anderson.



An excellent field of our new Hadden Wheat grown on our Hartsville Farms in 1962. An outstanding variety, Coker's Hadden will be available for farmer planting in 1963. Small photo: Josh Stanton, Assistant Grain Breeder, checks representative plants of this variety in our first year increase blocks.



COMING IN 1963! **COKER'S HADDEN WHEAT** Breeder's Registered Seed

*A NEW Early Wheat for Forage and Grain
in the Southern Coastal Plains!*

Here is one of the most promising new wheat varieties we've ever seen or worked with. It has been *consistently* outstanding in variety performance tests throughout the Southern Coastal Plains — so much so that we think it worthy of the name Hadden, in honor of the late Samuel J. Hadden who until his recent untimely death directed Coker's entire small grain breeding program. We are increasing seed stocks now and plan to release our Hadden Wheat variety for customer planting for the first time in the fall of 1963. Be sure to include this great new wheat in your crop program next season!

For instance, if you produce soybeans, you'll find Hadden fits into your cropping system unusually well. It matures early enough to come out of the field in time to let you plant beans right back. By thus producing two crops on the same field in a single year you not only spread the risk of loss due to weather, but stand to greatly increase your total per-acre income.

All of our research data indicates that Hadden will normally be ready for combining from 10 days to two

weeks before Anderson, and a week to 10 days earlier than Coker 47-27.

An excellent wheat for grazing, Hadden produces very high yields of early forage. It recovers quickly and then comes on to make a very satisfactory grain crop.

The variety has shown very high resistance to the prevalent races of leaf rust and mildew, in our disease nurseries as well as those of the USDA Southern Regional Uniform Wheat Trials at 18 different locations.

The straw is relatively short and stiff; has good storm resistance for wheat of its maturity. Grain is plump, with a very good test weight and of a quality which is highly acceptable to the milling trade.

Indications are that Hadden is well adapted to the same general area as our Suregrain oat variety — that is, the Coastal and lower Piedmont areas of the Carolinas, and Georgia on across to Louisiana. So if you farm in this area and need a dependable *early* wheat, keep this great new variety in mind for next year!

Soybean Breeder Henry Webb stands in a field of Hampton beans on our Hartsville Farms. Note the erect growth, high yield potential of this variety.



COKER'S HAMPTON

Breeder's
Registered Seed

... for profitable yields of quality soybeans!

Released for farmer plantings for the first time in 1962, our new Hampton soybean has performed exceptionally well throughout the growing season. As we go to press growers report they are well pleased with the prospect of above-average yields with Hampton. If you can use a bean of this maturity in *your* program, plant this new one!

PRODUCTION

Hampton has consistently yielded more than other locally adapted varieties. In early-planted tests at Hartsville over a three-year period, it produced 49.1 bu. per acre compared with 46.6 for Jackson. In 1961 our production fields regularly cut above 40 bu. in spite of severe drought. It is not a showy bean, but Hampton always yields far more than its appearance would suggest.

SHATTER RESISTANCE

Excellent! Hampton combines the exceptionally high shatter resistance of both parents, Majos and Lee, into a variety which will stand throughout harvesting season with a minimum of shattering.

QUALITY

Hampton is equal to Lee and Jackson in oil content and usually better in seed quality. Protein level is near

Jackson. Adding to the quality of Hampton is its resistance to bacterial pustule and wild fire, the diseases which cause our major losses. Hampton has high resistance to target spot, also.

RECOMMENDED AREAS

We recommend Hampton for the same general areas as Jackson except where Jackson is too late or where early killing frosts are a problem. On the other extreme, later types such as our Stuart or Yelnanda should be planted where Jackson regularly makes too little growth. Hampton responds well to moderately high fertility levels.

PLANTING DATE

Hampton should be planted starting in mid-May for the upper area of adaptation and continuing into early June in the more southern areas.

MATURITY

Hampton usually is ready for harvesting within 2-6 days after Jackson. However, it still matures sufficiently early for harvesting before excessive deterioration and before bad weather usually occurs. If harvesting should be delayed, the bred-in shatter resistance prevents unnecessary losses.

COKER YELNANDA

Breeder's
Registered Seed

Our newest strain of Yelnanda, now being offered for 1963 planting, is the result of nine years of intensive selection and testing. This new strain is characterized by improved yields, higher shatter resistance and more disease tolerance.

Yelnanda is especially well adapted to southeastern conditions where many growers need a variety for late planting following small grain or on very light sandy soils. This variety is made to order for these conditions because of its vigorous growth characteristics, delayed fruiting habit, and excellent shatter resistance. Due to

this same vigor and the delayed fruiting, however, we do not recommend planting Yelnanda where an earlier type such as Hampton can be produced satisfactorily.

Yelnanda compares favorably with other late types in oil content and is the highest in protein of any variety grown in this area. This is very important in our increasing needs for a source of high quality protein for feeds.

It is always a good practice to plant more than one variety to spread planting dates, reduce the risk of unseasonable weather during the growing season, and to allow harvesting over a longer period of time. Yelnanda fits into this program perfectly and should be considered by every large soybean producer.



This is Stuart—a new mid-season soybean developed by Coker breeders and now being introduced for 1963 planting. It is especially suited for planting between the dates recommended for Hampton and Yelnanda.

NEW FOR 1963! **COKER STUART** Breeder's Registered Seed

A new Coker Soybean bred especially for late season planting

Here's the newest Coker soybean to join the all-star line-up of Coker varieties. Stuart promises to fill a very important need in the South's soybean production program for a variety of the Yelnanda type but with still higher yield potential and more resistance to disease and shattering. It is a sister line of our Hampton variety, having been selected from the Majos x Lee cross. The original progeny selection was made in 1956, and thus Stuart has been grown in performance trials for a total of six years.

PLANTING DATE

Our soils, seasons and production practices require the use of varieties of differing maturity and growth characteristics. Stuart, with its delayed fruiting habit and ability to continue vegetative growth longer than earlier types, is ideally suited for planting after small grains or for full season plantings where Hampton makes insufficient growth.

MATURITY

Medium-late to late. Stuart will normally mature from 6 to 8 days later than Hampton, and 10-12 days later than Jackson. It is about the same maturity as Yelnanda.

ADAPTATION

This new Coker soybean is generally well adapted

throughout the soybean growing areas of the Carolinas, South Georgia, Alabama and North Florida. It has performed exceptionally well in these areas during our exhaustive performance tests for six years.

PRODUCTION

Stuart has been an outstanding producer in its area of adaptation. Its yields in late plantings are comparable to Hampton, but the average height is six inches taller. This extra height can mean the difference between a fair harvest and a highly profitable one, because it permits the seed to be produced well off the ground.

SHATTER RESISTANCE

This is one of Stuart's most noticeable characteristics, and compares very favorably with Hampton in resistance to shattering. You'll put more beans in the bin and leave less in the field with this fine variety than with any other bean of similar maturity!

QUALITY

Stuart has a bit higher oil content than Yelnanda, averaging about 20 per cent. Its protein level is approximately 42-43 per cent. The seed is a bright yellow, very good quality with a brown "eye." Stuart also has more disease resistance than other late beans. It is resistant to both bacterial pustule and wild fire.

NOTE: Demand is already heavy for this new bean. **ORDER STUART NOW!**

PRICE LIST FOR 1963 SEASON

A word about our prices...

We believe that our Breeder's Registered Seed of every Coker variety described in this catalog is worth far more than we ask for it. As a grower, you know that seed is usually the least expensive part of planting, growing out and harvesting your crop. Does it make sense, then, to save pennies at the risk of losing a whole season's crop and income? That's all the difference amounts to, in most cases — just pennies more per acre for our first-generation-direct-from-breeder seed! Can you *really* afford to plant cheaper, less carefully-bred seed? Who will answer your complaint, come to see you if something should go wrong? Who will stand 100 per cent behind the purity and quality of the seed you buy? What other field seed breeding organization in the United States can you name that has as many or as capable plant breeders on its staff . . . or puts 15¢ out of every incoming dollar into its breeding program? We know of none. Your best assurance — and insurance — is to buy and plant Coker's Pedigreed Seed. It's bred better to be better — and the price is right!

TOBACCO

PEDIGREED VARIETIES

Registered Seed

Black Shank and Wilt Resistant	Ounce
Coker 319—NEW!	\$12.00
Coker 316	10.00
Coker 111—NEW!	12.00
Coker 80-F	10.00
Coker 187-Hicks	8.00

CERTIFIED VARIETIES

Coker Hicks Broadleaf	Ounce	\$ 5.00
White Gold		4.00
N. C. 95		6.00

COTTON Breeder's Registered Seed

REGISTERED COKER 100-A

DELTA QUEEN and COKER 124-B

Mach. Delinted 100# Bags Acid Delinted 50# Bags

1 to 19 Bags	\$14.50	\$11.50
20 to 99 Bags	13.75	10.75
100 Bags up	13.00	10.00

PEDIGREED

CAROLINA QUEEN

Mach. Delinted 50# Bags Acid Delinted 50# Bags

	\$13.50	\$19.50
	12.75	18.75
	12.00	18.00

SOYBEANS

	1-10 Bu.	10-25 Bu.	25 Bu. and up
HAMPTON—NEW!	\$ 7.50 Bu.	\$ 7.40 Bu.	\$ 7.25 Bu.
STUART—NEW!	10.00 Bu.	9.90 Bu.	9.75 Bu.
YELNANDA	5.50 Bu.	5.40 Bu.	5.25 Bu.

Shipped prepaid, in 1-bushel bags.

HYBRID CORN

Certified Seed

Yellow	Flat Grades	Round Grades
Coker 71 } Coker 67 } Coker 15 }	\$12.50 Bu.	\$ 9.50 Bu.
White		
Coker 811A—NEW! } Coker 811 } Coker 911 } Coker 616 }	\$12.50 Bu.	\$ 9.50 Bu.

OATS

MOREGRAIN, SUREGRAIN, VICTORGRAIN 48-93:

Registered Seed

1-16 Bu.	\$ 3.75 Bu.	All seed oats bagged in 3-bushel
16-48 Bu.	3.65 Bu.	bags, treated with recommended
48 Bu. and up	3.50 Bu.	fungicides.

WHEAT

Registered Seed

	Coker's 47-27	COASTAL
1-16 Bu.	\$ 5.95 Bu.	\$ 5.95 Bu.
16-48 Bu.	5.85 Bu.	5.85 Bu.
48 Bu. and up	5.75 Bu.	5.75 Bu.

All seed wheat bagged in 2-bushel (120 lbs.) bags.

TERMS and CONDITIONS

OUR RESPONSIBILITY

Our seed are all carefully tested for germination and purity before shipment. Attached to every bag of seed we ship is a card on which is printed the percentage of germination and mechanical purity of that particular lot of seed. Under no circumstances, however, can we be responsible for the germination of the seed after they have been planted for there are many reasons for imperfect germination of planted seeds other than their vitality. In no case do we give any warranty expressed or implied as to the productivity or performance of our seed.

OUR CLAIMS

The claims we make for our seed are based on their actual performance in our breeding plots, variety tests and increase fields. They are ALL bred, grown, prepared,

tested and stored under our personal supervision and control.

EFFECT OF GROWING CONDITIONS

Our descriptions are based on the actual records that our varieties have produced in our tests, and they will show the same characteristics elsewhere under the same conditions. Drought or POOR CONDITIONS will result in a reduced yield and poorer quality — no matter what variety is planted.

YOUR PROTECTION

No seed is genuine "COKER'S" unless it bears our official OK tag under seal and our Registered "TRADE MARK." Protect yourself by insisting upon having only seed bearing our official OK tag and Registered Trade Mark.

IMPORTANT NOTE

Our disease-resistant varieties have been bred to produce maximum yields under disease conditions. However, due to the continuing occurrence of new races of rusts, wilts, mildew, smuts and other diseases, no conscientious breeder can guaranteed 100% resistance under all conditions.

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FOR YOUR CONVENIENCE . . .

When you are ready to order, just fill out and mail this postage-paid post card. Shipment will be made according to your instructions.



COKER'S PEDIGREED SEED CO.

HARTSVILLE
SOUTH CAROLINA

PLEASE (BOOK)
(SHIP)

MY ORDER FOR COKER SEED AS FOLLOWS:

Quantity	Variety	Price
_____	_____	@ \$ _____
_____	_____	@ _____
_____	_____	@ _____
_____	_____	@ _____
_____	_____	@ _____

Ship through my local dealer _____

My dealer's name and address is: _____

MY NAME _____

ADDRESS _____

TOWN _____ STATE _____

Here's your new Coker Seed Catalogue

Whether you have 5 acres or 5,000, we believe you'll find the information in this Fall '62-Spring '63 catalogue well worth reading — and re-reading. In it are complete descriptions of every Coker-bred variety we are offering our customers for planting this Fall and next Spring . . . including a new Coker Cotton, a new Coker Hybrid Corn variety, a new Tobacco and a new Soybean! Make *your* next crop your *best* crop. Start with the best seed you can buy — COKER'S PEDIGREED SEED!

Compliments of



COKER'S PEDIGREED SEED COMPANY

HARTSVILLE, SOUTH CAROLINA

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COTTON

HYBRID SEED CORN

OATS

WHEAT

TOBACCO

SOYBEANS

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Permit No. 3

*For your
convenience . . .*

When you are ready to order planting seed for your next crop, just fill out and mail this postage-paid post card. Shipment will be made according to your instructions.